



TRAIN-THE-TRAINER

Sustaining Excellence With In-House Talent

Many of our clients desire the ability to enable a selected group of individuals to coach their co-workers in excellent customer service. This phase of the proposed consulting program will make this possible in-house, on an ongoing basis. By participating in ‘The Service Advantage’ training programs, selected trainers will improve their own customer interaction and service management skills.

In addition, by attending the Train-The-Trainer they will deepen their ability to communicate the course principles, concepts and techniques to others. Through lecture, group discussion, simulations, and written exercises, this program will provide the participants with the knowledge and skills needed to deliver “The Service Advantage” with understanding and ease. Listed below are the three levels of skills covered in the program:

PROGRAM DETAILS

Module 1: Learning the Content Skills

In this module the participants learn the underlying principles on which the program is based. By delivering the material in dyads and small groups, each trainee becomes familiar with the distinctions, exercises and role plays that are at the heart of the course. Topics include:

- Understanding the design of the program
- Adding interest with personal stories
- Analyzing the unique needs and concerns of your audience
- Preparing a talk outline including introduction, main body and conclusion

Module 2: Learning the Presentation Skills

Once the content skills have been learned, participants discover how to bring the workshop to life by presenting it in a dynamic yet relaxed way. By practicing their delivery in small groups – and receiving feedback – trainees quickly grasp the fundamentals of an engaging delivery style. Topics include:

- Body posture and movement

- Voice control
- Eye contact
- Hand gestures
- Facial expressions

Module 3: Learning the Facilitation Skills

Participants feel understood, valued and included when a trainer uses facilitation skills; they transform a good presentation into an extraordinary one by engaging the audience with enthusiasm and interest. Topics include:

- Connecting with the participants
- Being enthusiastic and energetic
- Being accessible to participants
- Using training as an opportunity to foster staff morale and commitment

Methods

The methods used during this course include:

- Facilitation style imparting of information
- Individual and group role-playing exercises
- Small group practice and feedback
- Facilitator's manual

Biographies

Karen Leland and Keith Bailey are the founders of Sterling Consulting Group, Inc. and the bestselling authors of six books that have sold over 300,000 copies worldwide. Their most recent book is *Time Management In An Instant: 60 Ways to Make the Most of Your Day*.

Over the past twenty-five years they have worked throughout the United States, Europe, Asia and South America with a diverse list of Fortune 500 companies in such industries as Banking, Transportation, Retail and Telecommunications. Among others their clients include: *Arco, Bank of America, Avis Rental Car, Johnson & Johnson, Oracle, Microsoft, Apple, Sprint and Xerox*.

They are sought after speakers who provide both motivation and practical hands on information in their presentations. They have spoken for such groups as *Young Presidents Organization, The Society of Association Executives, The Society of Consumer Affairs and the Direct Marketing Association* among others.

Because of their extensive experience and expertise they have been featured in dozens of magazines and newspapers including: *The New York Times, Newsweek and Time*. They also have extensive on-air experience and have been interviewed by *The Today Show, CNN, Good Morning America, Fox News and The Oprah Winfrey Show*.

Kaylyn Lehmann is a senior associate with Sterling Consulting Group and has consulted with companies on a wide variety of topics including: Managing Change, Conflict Resolution, Sales, and Train the Trainer.

After attending the University of North Texas and majoring in Applied Arts & Sciences, her career began at Outback Steakhouse as a training coordinator. Over the next eight years, she oversaw the opening of 29 restaurants and the training of over 5,000 employees.

Kaylyn specializes in employee retention and customer loyalty. She held the title of Vice-President of Guests for Not Your Average Joe's; a Boston based Restaurant Company, when they won the prestigious "Hot Concept" award from the National Restaurant Association.

As a consultant and trainer, she has worked with executives, managers, and front-line staff from AT&T, United Airlines, IBM, Johnson & Johnson's OrthoBiotech, Dupont and the Federal Aviation Administration among others.

For more information on the *Train-the-Trainer* process, keynote or webinar, please contact Karen Leland or Keith Bailey at Sterling Consulting Group (415-331-5200), info@scgtraining.com or www.scgtraining.com

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