



# Online Professional Development Program

## Provide Unlimited Access to Web-Based Learning Courses for Your Employees

| INCREASE SALES PROFESSIONALISM | IMPROVE CUSTOMER SERVICE |  
| ONBOARD NEW EMPLOYEES | ENHANCE EMPLOYEE RETENTION | SHARPEN MANAGEMENT SKILLS |

Launched in 2011 as part of PSDA's commitment to education for member companies, PSDA has partnered to provide access to a custom library of streaming video-based courses designed to provide a cost-effective professional development infrastructure for sales, customer service and management professionals.

- Courses are between 20 and 60 minutes long
- Instructors are business and sales thought-leaders
- All courses are delivered via a leading learning management platform that includes comprehension tests and allows employee access **24/7 from any computer**
- Employee manager can assign courses and monitor individual progress and activity online
- 12-course bundle selected by PSDA Education Committee includes unlimited viewing of all courses for one year

### Sales, Service, Marketing, Communication and General Business Courses Include:

**Consultative Selling**  
*Brian Tracy*

**Personality Styles in Value Added Selling**  
*Chuck Reaves*

**Asking Your Way to Success in Sales**  
*Brian Tracy*

**The Stairs of Customer Loyalty**  
*Tony Alessandra*

**Creating the Ultimate Customer Experience – Part 1**  
*Scott Deming*

**Creating the Ultimate Customer Experience – Part 2**  
*Scott Deming*

**Dealing With Difficult People**  
*Terry Paulson*

**Service – Creating Moments of Magic**  
*Shep Hyken*

**Leadership Styles**  
*Brian Tracy*

**Building a Winning Team**  
*John Cassis*

**Building and Delivering Persuasive Presentations – Part 1**  
*Terry Sjodin*

**Microsoft Excel 2003 – Level 1**  
*Presented by Specialized Solutions*

## SPECIAL PSDA MEMBER PRICING. ACCESS TOP TRAINERS FOR LESS THAN \$20 PER CLASS

### SINGLE EMPLOYEE PLAN: \$249

Unlimited access to 12 courses for one year for one employee

### FIVE EMPLOYEE PLAN: \$999

Unlimited access to 12 courses for one year for five employees\*

\* Includes an administrator dashboard for monitoring individual viewing activity and test results

Sign up today by calling PSDA headquarters at **312.321.5120** or visit **www.psd.org/onlinelearning**.

## CONSULTATIVE SELLING

*Presented by Brian Tracy*

The highest paid and most successful sales professionals are positioned in their customer accounts as friends, advisors and consultants. The practice of the consultative selling approach will help you move to the very top of your field. It is a valuable tool that is indispensable in dealing with complex sales in accounts where many factors are involved and competition is a key factor.

## CREATING THE ULTIMATE CUSTOMER EXPERIENCE — PART 1

*Presented by Scott Deming*

This program immerses you in a conference keynote presentation, and between each segment of the presentation, the speaker moves into a studio so he can speak directly to you. Gain valuable lessons and exercises to improve your service and your life. Part one focuses on:

- Emotional branding
- What's your brand?
- What is an experience?

## LEADERSHIP STYLES

*Presented by Brian Tracy*

Leadership is a key factor in your success or failure. The style of leadership you use depends on factors like the maturity and personality of your subordinates or the type of decision under discussion. Learn the appropriate leadership styles for maximum results. You will learn:

- Decision-making styles
- Leadership qualities
- Personality styles of your subordinates
- When to use different leadership approaches

## PERSONALITY STYLES IN VALUE-ADDED SELLING

*Presented by Chuck Reaves*

Have you ever wondered why people act the way they do? In this course, we will discuss the four behavioral styles and how you can sell more effectively to each of them. You will also learn how to use your own behavioral style more effectively. Companies don't do business with companies, people do business with people. Therefore, the more we can learn about managing people, the more successful we will be in sales. As a result of this course, you will be able to:

- Understand your selling style better
- See yourself as others see you
- Make better and more lasting impressions based on the customer's perspective
- Manage your sales time and efforts more effectively and efficiently

## CREATING THE ULTIMATE CUSTOMER EXPERIENCE — PART 2

*Presented by Scott Deming*

Continuing the conversation from Part 1, the conclusion of the keynote presentation covers:

- Creating the ultimate level of service
- Changing your perspective
- Delivering the impossible
- The Lake Wobegon Effect

## BUILDING A WINNING TEAM

*Presented by John Cassis*

Building a Winning Team is a rare blend of humor, entertainment and content. This presentation focuses on the critical elements of team building and motivation. Topics include:

- Maximizing your team's diverse skills and personalities
- Humor, motivation and mental toughness can be the key to any organization's long-term success
- Catching a second wind: How to cope with the challenges and pressures of career and personal relationships

## ASKING YOUR WAY TO SUCCESS IN SALES

*Presented by Brian Tracy*

The very best and highest-paid salespeople in every field share certain qualities and characteristics. They learn that the great secret in selling, as well as in human relationships, is to ask questions and listen carefully to the answers. The more they listen, the more they learn about how they can structure their product or service offerings to help the client achieve his goals or satisfy his needs. In this course, you will learn some of the most important discoveries in human relations and one of the finest of all interpersonal skills in human communications.

## DEALING WITH DIFFICULT PEOPLE

*Presented by Terry Paulson*

In this age of partnerships, teams and strategic alliances, you must be able to capitalize on disagreements and team diversity to produce winning results. You'll never win them all, but you can increase your influence batting average with the tough 10 percent that now drive you crazy. Viewers will learn how to become problem-solvers instead of problem-evaders, and how to trade on-the-job polarization and revenge for bridge-building strategies that produce trust and results.

## BUILDING AND DELIVERING PERSUASIVE PRESENTATIONS — PART 1

*Presented by Terri Sjodin*

In today's competitive sales environment, polished and persuasive presentation skills are essential for sales success. Gain important presentation skills in three key areas: creating a better presentation, developing a message worth listening to and delivering persuasive rather than informative speeches. Learn about:

- First impressions
- Visual aids
- Elevator speech
- Persuasive vs. informative
- Audience retention

## THE STAIRS OF CUSTOMER LOYALTY

*Presented by Tony Alessandra*

The further up the stairs of customer loyalty you get, the more successful you become. The more money you make and the more pats on the back you get from your customers. Anybody in the business of getting and/or keeping customers will benefit from this program.

## SERVICE — CREATING MOMENTS OF MAGIC

*Presented by Shep Hyken*

This course will show you how to deliver excellent service to outside customers and internal customers. The presentation covers:

- The two types of customers
- The purpose of a business
- Moments of truth, misery, and magic
- Five key relationship building skills
- The danger of satisfied customers
- Five expectations
- Complaining customers

## MICROSOFT EXCEL 2003 — LEVEL 1

*Presented by Specialized Solutions*

In this course you will learn how to use formulas, formatting, hyperlinks, printing and graphics. Excel 2003 gives you the comprehensive tools to create spreadsheets and share them online for universal viewing and collaboration. You'll be able to easily analyze data with charts, Microsoft PivotTable views and graphs — and use automatic formatting to create data-rich spreadsheets.