



Bevenour Prestera
AND ASSOCIATES



COURSE CATALOG

*30 skill development programs
available and
ready to customize
to your needs*

37 Jones Lane | Sicklerville, NJ 08081 | 856.232.7561

www.bevenourpretera.com

April, 2009



Bevenour Prestera
AND ASSOCIATES

ABOUT US

Bevenour Prestera and Associates is a full-service learning and development company that can help you analyze needs; design, build, and implement solutions; and evaluate their effectiveness.

Our mission: To enhance the value contribution of your employees by optimizing their ability to execute your company's strategy.

How? We do this by empowering your workforce with critical business skills. Since 1996, we have designed, built, and delivered learning and development programs for audiences ranging from sales representatives to CEOs, using a variety of methodologies.

30 Courses and Counting: We currently have over 30 programs available to support development of the most critical skills for business people, and we have more on the way. These courses teach skills that will enable your workers to differentiate themselves, the company, and its products/services in the eyes of your customers...skills that help them deliver on your company's objectives and strategies.

We customize every course to reflect your company's unique products, issues, and strategies.

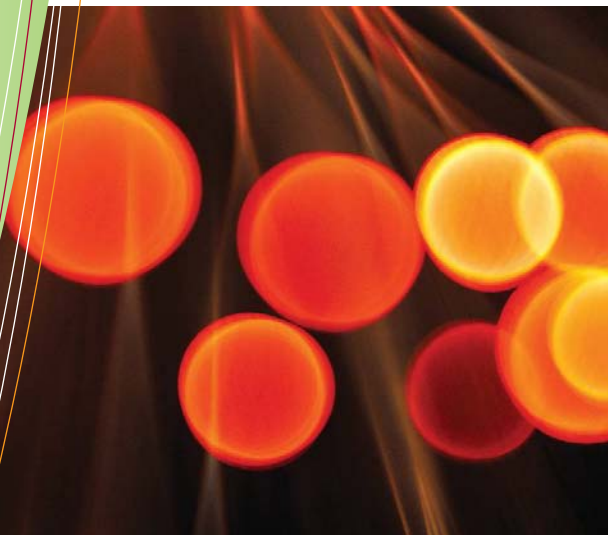
We give you options. Do you want 100% classroom programs with pre- and post-classroom exercises? No problem. Do you want 100% online programs that include webinars, e-learning courseware, online testing, simulations, podcasts, and/or mobile learning? No problem. Do you want some combination...a blended course? No problem.

We focus on performance outcomes, so our courses emphasize practical, hands-on learning that is highly relevant to the worker's real-world needs.

We use a variety of approaches and technologies, blending them as appropriate to optimize learning while also realizing cost and productivity efficiencies.

CORE CONTENT AREAS

- SELLING SKILLS
- ACCOUNT MANAGEMENT SKILLS
- MANAGEMENT DEVELOPMENT
- LEADERSHIP DEVELOPMENT
- COMMUNICATION SKILLS
- TRAINER CERTIFICATION



All of our instructional designers and facilitators have 10+ years experience...



Colleen Bevenour **Gus Prestera, PhD**

Partner

Partner

Colleen and Gus combine over 25 years of experience helping organizations achieve better results by helping their workers perform better. Over the years, they've learned what works and what doesn't.

Why go with us?
Here are 10 reasons:

1. Consulting services provided by *Certified Performance Technologist* and experienced professionals
2. Proven courses ready for delivery, now!
3. Customized to your audience, organization, and needs
4. Available in classroom, online, or blended format
5. Focus on performance results
6. Hands-on, interactive learning
7. High quality online and classroom facilitation
8. LMS hosting and administration services
9. Localization/translation services
10. Global implementation

30 PROGRAMS READY TO CUSTOMIZE

Selling Skills	<ol style="list-style-type: none"> 1. Customer Driven Selling 2. B2B Selling 3. Delivering a Value Proposition 4. Business Planning
Account Management	<ol style="list-style-type: none"> 5. Local Market Analysis and Planning 6. Account Planning 7. Successful Account Relationship Management 8. Delivering a Compelling Value Proposition 9. Customer-Focused Consulting 10. 3D Negotiating
Management Development	<ol style="list-style-type: none"> 11. Leading in Times of Change 12. Effective Meeting Management 13. Influence without Authority 14. Analyzing Performance 15. Coaching for Performance
Leadership Development	<ol style="list-style-type: none"> 16. Change Leadership 17. Bold Teams Action Planning 18. Strategic Planning 19. Leading in Times of Change <i>New!</i> 20. Survivorship <i>New!</i> 21. Generational Strategies <i>New!</i>
Communication Skills	<ol style="list-style-type: none"> 22. Presentation Skills 23. Facilitation Skills 24. Presenting to Executive Decision Makers 25. Facilitating Support for Business Proposals
Trainer Certification	<ol style="list-style-type: none"> 26. Basics of Instructional Design 27. Developing Rapid e-Learning 28. Designing Blended Learning Programs 29. Internal Performance Consulting 30. Facilitating Effective ILTs

Selling Skills

THE LEARNER-CENTERED CLASSROOM

All of our programs are designed with an emphasis on experiential learning, group discussion, and scenario-based problem solving. Wherever possible, we tap into the participant's experiences, prior knowledge, and workplace challenges, a practice that promotes greater levels of learner engagement, motivation, and learning.

Customer Driven Selling

Behavioral Outcome: Participants who possess the flexibility to interact with customers in a variety of ways thereby deepening the customer relationship and advancing product sales.

Key Concepts:

- Differentiate from other sales professionals
- Choose the best approach for each customer situation
- Accelerate and deepen customer commitment

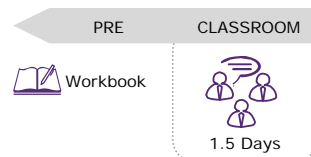


Delivering a Value Proposition

Behavioral Outcome: Participants who demonstrate the ability to differentiate their products, company and themselves in a manner that is meaningful and relevant to each customer.

Key Concepts:

- Discover the customer's definition of value
- Identify drivers of decision making
- Align and deliver your value proposition

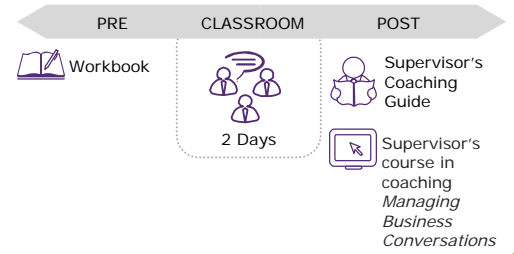


B2B Selling

Behavioral Outcome: Participants who can engage in business conversations with key decision makers eliciting mutually beneficial reasons to partner.

Key Concepts:

- Uncover critical business issues
- Position solutions
- Evolve the relationship

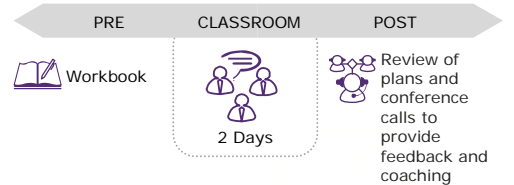


Business Planning

Behavioral Outcome: Participants who can effectively analyze corporate/brand strategy in light of current market trends and develop strategies and tactics to achieve goals.

Key Concepts:

- Assess the competitive landscape
- Capitalize on key opportunities
- Neutralize issues and threats
- Build contingency plans to maintain sales



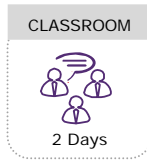
Account Management Skills

Local Market Analysis and Planning

Behavioral Outcome: Participants who can incorporate conclusions from a comprehensive market analysis into strategies to leverage the highest value market opportunities for the company.

Key Concepts:

- Using critical and strategic thinking to assess market conditions
- Identifying high-value market opportunities
- Developing customer strategies to deliver high volume sales



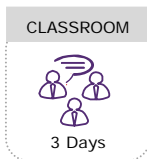
Phase II: A 1 day follow-up course, 3-6 months after Phase I, to analyze results and build contingency plans where warranted.

Successful Account Relationship Management

Behavioral Outcome: Participants who can plan their resource utilization (time, budget, account team) to successfully manage relationships with many accounts over time.

Key Concepts:

- Stratifying accounts as strategic or transactional
- Building customer intimacy
- Becoming strategically important to your customer

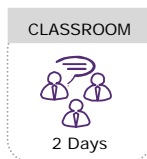


Customer-Focused Consulting

Behavioral Outcome: Participants who use the skills of a consultant to build customer intimacy and become strategically important and hard to replace within their customer organizations.

Key Concepts:

- Earning trust and confidence
- Exhibiting selfless independence as a consultant
- Using synthesis thinking to innovate
- Creating long-term mutually beneficial relationships

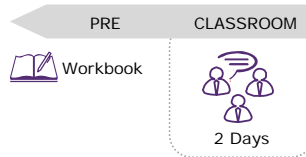


Strategic Account Planning

Behavioral Outcome: Participants who can develop and execute a strategic plan for their most important accounts.

Key Concepts:

- Using analytical tools to think like your customer
- Capitalizing on key account opportunities
- Neutralizing competitive or customer threats
- Leading account team execution of plan

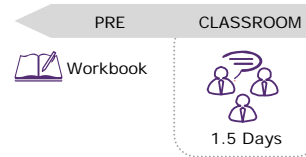


Delivering a Compelling Value Proposition

Behavioral Outcome: Participants who can differentiate themselves in the eyes of their customer based on the delivery of a compelling value proposition.

Key Concepts:

- How key decision makers define value
- Identifying drivers of decision making
- Aligning and delivering your value proposition

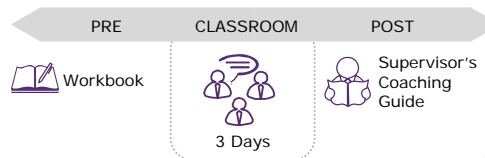


3D Negotiating

Behavioral Outcome: Participants who can effectively negotiate agreements that are of value to their organization and to their customer's organizations.

Key Concepts:

- Managing the 3 negotiating dimensions
- Controlling the process AND maintaining the relationship
- Managing tactics & negotiating the best outcomes for all



OFFLINE ASSIGNMENTS

All of our programs include on-the-job assignments that help our participants apply their knowledge and skills to relevant work tasks. This enables our participants to achieve high levels of skill transfer, a key to getting performance results.

Management Development

GOING GLOBAL

Need to implement training globally?

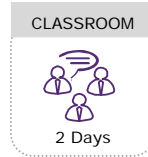
We can send our US-based facilitators overseas. In addition, we can leverage our network of global partners to deliver classroom training overseas with local facilitators who know the language and understand the culture. Let us help you go global.

Leading in Times of Change

Behavioral Outcome: Participants who can proficiently manage transitions associated with change without a disruption in productivity and lead others through an accelerated transition during change to maintain productivity and serve the business.

Key Concepts:

- Transition and Change
- Accelerating transition
- Improving productivity in times of change

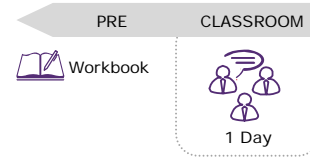


Effective Meeting Management

Behavioral Outcome: Participants who can manage group function and dysfunction to ensure meetings are productive and achieve the desired outcome.

Key Concepts:

- Cost of unproductive meetings
- Meeting planning and preparation
- Types of meetings
- Meeting management

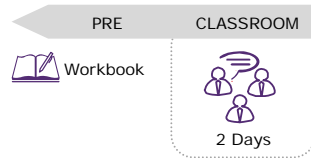


Influence without Authority

Behavioral Outcome: Participants who can use a variety of techniques to incite action and commitment on the part of others for whom they hold no direct supervisory authority.

Key Concepts:

- Influence strategies up, down, and sideways
- Changing minds
- Rules of influence and how to use them

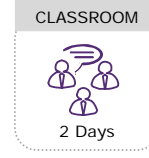


Analyzing Performance

Behavioral Outcome: Participants who can discern the cause for poor performance and institute appropriate steps to improve performance.

Key Concepts:

- Uncovering the reason for poor performance
- The four top things managers do to encourage poor performance and how to stop
- Bringing out the best in your employees



The Coaching for Performance course is currently available in a blended format

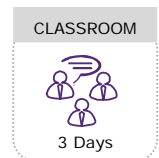


Coaching for Performance

Behavioral Outcome: Participants who can engage in a coaching relationship, helping them achieve their highest potential, thereby contributing to organizational success.

Key Concepts:

- Laying a foundation for coaching
- Coaching process
- Handling common coaching challenges



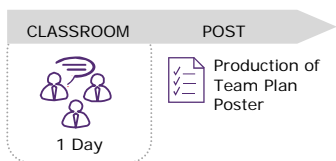
Leadership Development

Bold Teams Action Planning

Behavioral Outcome: Participants who can commit to organizational goals and develop a team that will aid in achieving these goals by capitalizing on the individual talents of members of the team.

Key Concepts:

- Defining and protecting the team vision
- Capitalizing on opportunities to succeed
- Overcoming obstacles to success
- Steps to take TODAY

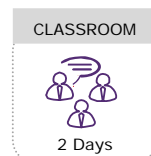


Change Leadership

Behavioral Outcome: Participants who can lead execution of change initiatives.

Key Concepts:

- Four phases of growth and change
- Transition and change
- Leading the charge

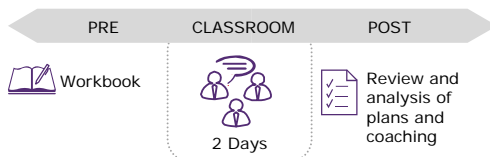


Strategic Planning

Behavioral Outcome: Participants who can develop and commit to a strategic and tactical plan to achieve organizational objectives.

Key Concepts:

- Using critical and strategic thinking to assess market conditions
- Identifying high-value market opportunities
- Developing innovative strategies to outmaneuver the competition
- Capitalizing on your unique value proposition
- Strategically applying resources
- Leading execution of your plan



SEE YOU AT THE MOVIES

Our multimedia team can script and produce instructional video segments that can be used to enhance classroom and/or e-learning programs. Video is a great medium for demonstrating effective and ineffective behaviors. It can also be used interactively as part of video-based exercises and simulations.



Bevenour Prestera
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NOW ALSO AVAILABLE!

Leading in Times of Change

Survivorship

Generational Strategies

See New Courses supplement for details

Also, we're adding generational strategies to existing courses, including:

Coaching for Performance

3D Negotiations

Customer-Driven Selling

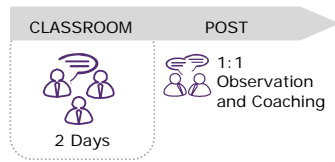
Communication Skills

Presentation Skills

Behavioral Outcome: Participants who can present persuasively exhibiting high levels of executive presence.

Key Concepts:

- Executive presence on the platform
- Delivering persuasive presentations
- Managing group dysfunction
- Using presentation media

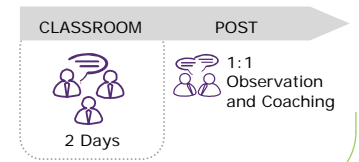


Facilitation Skills

Behavioral Outcome: Participants who can implement a questioning strategy to achieve meeting goals.

Key Concepts:

- Using a variety of question types to generate discussion
- Implementing an effective questioning strategy
- Managing group dysfunction

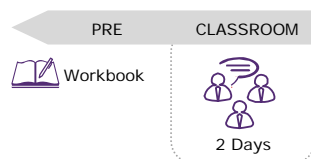


Presenting to Executive Decision Makers

Behavioral Outcome: Participants who can build a compelling financially based business case to support organizational strategies and provide information needed by executives for effective decision making.

Key Concepts:

- What executives want
- Building a persuasive business proposal
- Executive presence

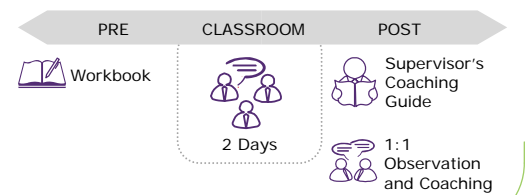


Facilitating Support for Business Proposals

Behavioral Outcome: Participants who can develop advocacy on the part of high profile or influential customers.

Key Concepts:

- Using a questioning strategy to influence decision makers
- Managing supporters, antagonists and neutral parties to your advantage



Our online and blended programs can include webinars, podcasts, e-learning courseware, online tests, simulations, and games.

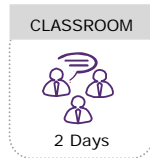
Trainer Certification

Basics of Instructional Design

Behavioral Outcome: Participants who can effectively employ the most current instructional strategies to design effective learning interventions.

Key Concepts:

- The science behind effective design
- Creating instructional strategies that work
- Techniques for engaging learners in the process

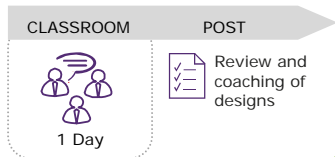


Designing Blended Learning Programs

Behavioral Outcome: Participants who can use the learning process as the basis for design of a fully blended learning solution.

Key Concepts:

- Using a phased-blended approach to maximize skill and knowledge fluency and transfer
- Achieving the highest level of learning while reducing classroom time

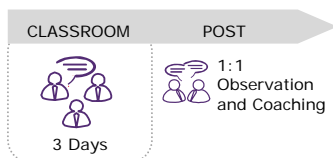


Facilitating Effective ILTs

Behavioral Outcome: Participants who can implement training programs effectively, ensuring that all participants achieve the stated learning objectives.

Key Concepts:

- Training techniques to engage learners
- Implementing interactive activities
- Managing the clock AND achieve the objectives
- Managing participants' behaviors

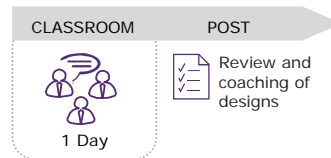


Developing Rapid e-Learning

Behavioral Outcome: Participants who can identify when a rapid e-learning solution best fits a need and can design and develop a solution.

Key Concepts:

- Identifying situations ideal for REL
- Developing REL content that engages learner interest
- Using audio to enhance delivery of critical messages
- Production process to ensure speed and quality

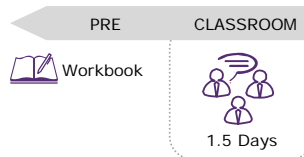


Internal Performance Consulting

Behavioral Outcome: Participants who can analyze the performance implications of organizational strategies and make recommendations for learning solutions that will enable employees to deliver needed results.

Key Concepts:

- How corporate strategy drives learning needs
- Analyzing performance gaps
- Defining and recommending learning solutions



GIVING IT LEGS!

After learners complete a training program, they are often left out in the cold with little or no continuing support.

Follow-on learning strategies can include one-on-one coaching, telephone and virtual coaching, communities of practice, social networking, and podcasting.

Let's discuss how we can give your program the legs to sustain learning over the long haul.



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...turning training into performance results!

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