

**One-Day Seminars**

*(seminar fees: $295 per person, per session)*

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| **Class ID** | **Topic** | **Description** |
| POB-1 | *Principles of Behavior*  plus  *“The Impact of Technology*  *on Behavior & Happiness” ©* | Totally interactive (no slides), this experiential learning session enhances understanding of self and others to maximize persuasive effectiveness. Strong focus is placed on cutting edge research dealing with the startling impact of technology on behavior and happiness; and explains how technology can negatively impact personal contentment while stoking political unrest. This program takes a deep dive into behavioral insight and shares how technology’s increasing permeation into daily living is radically changing behaviors and attitudes. Ideal for sales and relationship managers, sales leaders, Organizational Development and HR leaders, as well as in-house trainers. |
| APS-1 | *Advanced Pro Selling* | This workshop zeros in on value, differentiation, repositioning, and managing the emotional experience. |
| HIM-1 | *The 4 Elements of Effective Communication & High Impact Messaging* | Attendees learn how to construct relevant, concise, and impactful messages for audiences of one, several, or many. |
| SLW-1 | *Sales Leadership Workshop* | Focused on solving sales problems, this workshop is for sales leaders and high-potential revenue generators identified as future leaders. |
| MaxHP-1 | *How to Strengthen Your Sales Force Quickly* | How to build or strengthen a self-sustaining, high-performance sales culture. |
| RM-1 | *Relationship Management: Expanding Influence & Effectiveness* | Strong on behavioral insight and influence, this session is especially helpful for those who interface directly with clients or multiple internal stakeholders. |
| BVP-1 | *Busy vs. Productive: How to Build Quick Strategic Plans to Get More Done and Waste Less Time* | Workshop participants learn, build, and leave with customized strategic plans to help accelerate progress with current business priorities. Typically these focus on things like profitable revenue growth, smart defense, and strategic repositioning. |

* Classes are highly interactive and typically limited to ten participants.
* Each session begins promptly at 8:30 a.m. and ends at 4 p.m. sharp.
* Attendees typically work in B2B, value-based environments.
* Lunch is provided.

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