BMG Boyer Management Group

Complete BMG Course Catalog

Helping our clients unlock the human potential of their organization.

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Discovery Based Training™ Solutions

from Boyer Management Group

Outstanding Value.

Did you know that your company could be enjoying the benefits of highly effective training that captures your company's unique vision and values without the high cost-per-person training fees associated with most training programs?

Most training companies make their money by selling you materials on a per-student basis and charging you an arm and a leg to customize materials for your company. The costs add up rapidly.

Boyer Management Group's approach is different. We create customized materials for you to reproduce as often as you like, with no additional fees.

Unique Design.

Your company is unique. Off-the-shelf training teaches one-size-fits-all skills that may or may not apply to your business. We'll design programs that reflect your organization's policies and practices. We'll reinforce your company's vision and values in every course.

Discovery Based Training™.

People learn best when they discover new things for themselves. They get excited when they see real-world solutions to their day-to-day job-based challenges. Our programs immerse participants so there are no 'prisoners' or 'vacationers' in class. Material is fun, lively and will command their attention. Because they interact with the concepts and apply them in class, they have the confidence and desire to use their new skills immediately.

Highly Effective.

Participants in *Boyer Management Group's* training programs will be able to immediately apply the practical skills they learn in class. To increase sales. To delight your customers. To make better decisions. To increase your profits. Our programs reflect the practical, hands-on experience of highly successful people, not the typical fluff-and-filler plus one or two good ideas.

One Source.

One training company calls them managers, another calls them supervisors, and a third calls them execs. Sourcing materials from different companies will confuse participants because each uses their own 'lingo.' *Boyer Management Group* offers a wide variety of topics, so you'll have a consistent look and feel to all of your training. We'll create any missing pieces that you'll need to complete your training library.

Measure Success.

All our training programs come with a way for you to measure the effectiveness of each course. You can see exactly how well each participant is doing in mastering the skills taught, and can design personal development plans for each participant to ensure that they develop to their full potential.

Our Customers Rave!

We'd be pleased to provide you with contact information so that you can hear for yourself just how happy our customers are about the training we've developed for them. Contact us today!

CUSTOMER SERVICE CURRICULUM

Customer Service Training Curriculum Overview.

The courses in this catalog are available for immediate implementation or customization to fit your specific needs. Each course is available with a Participant's Workbook, A Completed Leader's Workbook, a Session Leader's Guide, Appendix, and in some cases, Pre-work and a Follow-Up Survey. Each course can be provided on a single CD-ROM using Microsoft Word 2000 and Excel 2000 to allow you to access the content and print out copies of workbooks, guides, etc.

Delighting Customers

2 days

Target: all Customer Contact Employees *Prerequisites: none*

What does it take to delight customers? Our "moments of truth" happen every time we pick up the phone or meet customers face to face. Simply *solving their problems correctly* falls short of delighting them. Learn how to exceed customer's expectations in this practical, hands-on module. Topics include:

- Our Customer Care Standards – specific to your organization, along with practical applications and how Customer Care Reps will be monitored to follow the Standards
- What Do Customers Really Want?
- How Do We Communicate? Customers pick up on our words and phrases – learn the ones that build relationships!
- Telephone Etiquette – stuff you ma never taught you but will delight your customers every time.
- Questioning and Listening – learning the right questions to ask and honing your listening skills is key to successful Customer Care calls.
- Closing The Visit or Call and Follow-Up – learn the steps and secrets!

Delighting Challenging Customers

2 days

Target: all Customer Contact Employees *Prerequisites: Delighting Customers*

How can you deal effectively with the most challenging customer personalities? Place lots of tools in your toolkit to deal with customers like Belligerent Ben, Frankie The Flirt and Chatty Cathy. Learn how to succeed in practically every challenging customer situation in this practical, hands-on module. Topics include:

- Why Are Some Customers Challenging? Different customers present a wide range of challenges. Discover some of the common reasons customers can present challenges.
- Seven Deadly Customer Service Killers. Recognizing attitudes and approaches that cause customers to become more challenging – and learning how to overcome them – is step one to delighting challenging customers.
- Delighting Challenging Customers Toolkit. Learn the fine art of using the tools of empathy, leading, acknowledgement, active questions and eight others to delight customers in challenging situations.
- A Gallery Of Challenging Customers. Meet Profane Paul, Say It Again! Samantha, Cynthia Superior and seven other 'types.' Learn the tactics and strategies of dealing effectively with each type.
- Where You Lead, They Will Follow – Developing the skill and confidence to lead in any situation is essential if you are to delight all customers.

From Start To Finish: Successfully Managing A Customer Contact

Target: All Employees with Customer Contact *4 to 6 hours*
Prerequisites: Delighting Customers, QA 101, Delighting Challenging Customers
How do you manage a customer contact from start to finish? What tools are available to assist you? Find out the answers to these and other questions! Topics include:

- What customers like and dislike about the way their calls are handled
- Lessons from our own experience calling into service providers
- Causes of the poor service levels we dislike
- What are our standards for Customer Service?
- Identifying the correct resources to successfully manage each contact
- Using the Intranet and its associated resources
- Using CCM to find and document customer account history
- Using Computer Telephony Integration to serve customers better
- Call Transfer techniques
- Using our *Policy & Procedures* Manual to solve problems
- Troubleshooting problems and Trouble Ticketing
- Standards and methods for effective written communications with customers

Quality Assurance 101

4 hours
Target: All Customer Service Employees *Prerequisites: Delighting Customers*
The purpose of this module is to familiarize Customer Service Employees with the goals, role and function of the Quality Assurance Department. Topics include:

- What Is Quality?
- Meet Your Quality Assurance Team, Their Goals & Mission
- The QA Call Monitoring Program
- Coaching Employees One On One
- Live Call Monitoring Session

Customer Retention 101

4 hours
Target: All Employees with Customer Contact *Prerequisites: Delighting Customers, QA 101*
A practical look at why customers stop doing business with you and steps that can be taken to keep customers from wanting to leave. Topics include:

- What is the value of a customer?
- The cost to keep a customer vs. the cost to get a new customer
- What is one save per Customer Service Rep per day for a whole year worth?
- Why do customers leave?
- Churn reduction starts before the customer starts doing business
- Understanding the reasons behind the reasons
- Developing strategies to counter every reason we can affect
- Playing from strength: Client's strategic advantages
- Skills-building in saving customers who want to leave

Collections 101

4 hours
Target: All Customer Service Employees. Prerequisites: Delighting Customers, QA 101, Billing 101
The purpose of this module is to familiarize Customer Service Employees with the goals, role and function of the Collections Department. Topics include:

- How Collections fits into the big picture at our company
- What every Customer Service Employee should know about Collections
- Our collections schedule close-up for consumers and businesses
- Collections Do's and Don'ts

SALES CURRICULUM

Sales and Management Training Curriculum Overview.

The courses in this catalog are available for immediate implementation or customization to fit your specific needs. Each course is available with a Participant's Workbook, A Completed leader's Workbook, a Session Leader's Guide, Appendix, and in some cases, Pre-work and a Follow-Up Survey. Each course can be provided on a single CD-ROM using Microsoft Word 2000 and Excel 2000 to allow you to access the content and print out copies of workbooks, guides, etc.

I. Retail Channel Sales

Achieving Excellence in Retail Sales I (AEIRS1)

Session Length: 2-3 days

target: Retail Sales Personnel *Prerequisites: none*

This is the *sales primer* for all retail sales personnel! Whether you are new to retail, wireless or sales, or an experienced pro, this course provides the basic skills to achieve more sales with happier customers in your retail store. Participants practice their skills during numerous role-plays. Topics include:

- What Does "Retail" Mean? – and who buys retail
- Building The Perfect Retail Salesperson
- Our Sales Strategy For Company Retail Stores
- Successful Retail Sales Start With The Right Planning – building a foundation
- Greeting Our Customers Effectively
- Developing Rapport With Customers – people buy from people they like & trust
- Performing A Needs Assessment – the most critical skill in selling
- Presenting Solutions To Needs and Wants – FAB and benefit statements, techniques
- Dealing With Customer Resistance – the second most critical sales skill
- Closing The Sale – close more often, and more sales in each close
- Accessories and Delivery – no sale is complete without this step
- Post Sale Follow-Up Program – increase your sales by at least 25%

Achieving Excellence in Retail Sales II (AEIRS1)

Session Length: 8-12 hours

target: Retail Sales Personnel *Prerequisites: AEIRS I*

A follow-up for all retail personnel who have completed at least six months of sales service in a company store. Topics include:

- How Salespeople Get 'Hooked' Into Responding to an Angry Customer
- The Jekyl-And-Hyde Chain Gang
- Six Angry Customer Bombs Waiting to Explode on the Retail Sales Floor
- The Retail Sales Professional's Bomb Defusal Kit
  - Attitude
  - Courtesy & Manners
  - Perspective
  - Active Listening
  - Empathy Ladder
  - Selective Agreement
  - Active Questioning
  - Leading
- 'Satisfaction' Just Doesn't Cut it Any More – we must win Raving Fans
- Delighting the Customer 'Bombs' We Defuse
  - Belligerent Ben
  - Impatient Irene
  - Misled Marty
  - Slippery Sam
  - Calvin The Crass
  - Clueless Claire
- What Do You Do When…
- A Toolbox O' Tips
- Working a Trade Show - and other ways your front door moves throughout your community
- Managing the Ebb and Flow of Customers and Traffic
- The Toughest Customer Resistance I Ever Met Was When…

Maximizing Sales Opportunities In Your Store

Session Length: 2-3 hours
target: Retail Store Sales and Supervisory Personnel
Prerequisites: PRSS I

You have a fine location, well merchandised and fully stocked. How can you further leverage your retail customer base, market area and store traffic to maximize your sales? Topics include:

- How to Generate Referrals from Customers and Sales from Networking
- The sales Follow-up Program and Working Your Customer Base
- Creating Sales Opportunities With People Who Did Not Come to Buy
- Turn Retail Down Time Into Prospecting T
  - Preparation for successful prospecting
  - Creating interest In visiting the store
  - Prospecting practice
  - Successful introductions
  - Closing customer visits

Merchandising 101

Session Length: 4 hours
target: Retail Sales and Supervisory Personnel
Prerequisites: PRSS I

Merchandising has been called the silent salesperson. Learn how to put this round-the-clock resource on your payroll! Topics include:

- Why Retailers Spend Billions on Merchandising
- Ten Essential Elements of Merchandising
  - Emotion, Color, Elevation, Angles, Pricing & Signage, Simplicity, Neatness, Cleanliness, Creativity, and Visibility
  - In-store Applications of Each Element
- Seeing Your Store Through the Eyes of Your Customers
- Supporting Our Advertising Program
- Merchandising Tips and Ideas
- PowerPoint Visual Merchandising Slide Show – using CD ROM and store images

II. B2B Sales Channel

Professional Business Selling Skills I (PBSS I)

Session Length: 3 days
target: Business To Business Sales Personnel
Prerequisites: none

This is the *sales primer* for all B2B Sales Account Execs! Whether you are new to wireless or sales, or an experienced pro, this course provides the most effective methods to handle customers and transactions in face-to-face selling to businesses, corporate and governmental customers. Topics include:

- Our Sales Strategy For Successful Account Execs
- Effective Communications Skills – without them, you cannot succeed
- The Sales Cycle – how to make the sales funnel work without a clog
- Lead Generation – how to have more leads in less time
- Prospecting to Securing Appointments – hot, warm and cold prospecting
- Preparation for Appointments – have a full arsenal ready to go on every call
- Opening an Appointment – do it right, because first impressions last
- Performing A Needs Assessment –the most critical skill for successful sales
- Presentation Skills For Needs-Based Selling – building great benefit statements
- Cost Justification – learn how to make our company the best value in wireless
- Winning Proposals – learn how to write and present great proposals
- Dealing With Customer Resistance – the second most critical sales skill
- Closing The Sale – close more often, and more sales in each close
- Post Sale Follow-Up Program – increase your sales by at least 25%

Prospecting To Secure Customers

Session Length: 3 - 5 hours
target: All B2B Sales Personnel *Prerequisites: PBSS I*

The challenge for most B2B Sales Reps is keeping their pipeline full of highly qualified prospects. This course teaches how to identify prospects in your market and turn them into customers. Good refresher course for those needing extra help with prospecting. Topics include:

- The Advantages and Disadvantages of Prospecting by Phone
- What are the Barriers to Success?
- Prospecting Fundamentals and Approaches
- Preparing to Prospect
- Dealing With Gatekeepers
- Successful Introductions and Creating Interest
- Handling Resistance and Closing the Request for Appointment
- Leaving Messages

Professional Business Selling Skills II

Session Length: 1½ - 2 days
target: All B2B Sales Personnel *Prerequisites: PBSS I*

Securing your first few lines in a corporate account is like finding a few nuggets of gold scattered in front of a gold mine. If you proceed properly, you can uncover all of the treasure within! Topics include:

- The Fundamentals of Account Development
- Gathering Information on Your Corporate Accounts
- The Key Players and the Roles Each Plays
- Assessing Opportunities and Risks in Each Corporate Account
- Account Profiling
- Corporate Account Penetration Strategies and Tactics
- Effective Relationship Building Within An Account
- Human and Business Level Selling
- Eliminating Resistance Before It Occurs
- Growing With Your Accounts As A Highly Valued Partner

People-Smart Selling

Session Length: 1½ days
target: All B2B Sales Personnel *Prerequisites: PBSS I & II*

With so much at stake with each account, how can you develop an approach with each client that allows you to sell to them in a way that they would like to be sold to? Based on the widely acclaimed DiSC Personal Profile System™, People-Smart Selling will equip you with a proven strategy that will maximize your results with each client:

- Why the Golden Rule is Likely to Fail in Up To 75% of Your Accounts
- Understanding Each Person's Unique Behavioral Style
- Strengths and Weaknesses of Each Style
- Identifying Clients by Their Behavioral Style
- How to Sell to Clients in the Way That They are Most Comfortable Being Sold to
- People-Smart Client Account Penetration Planning
- Practicing People-Smart Account Strategies and Tactics
- Includes One DiSC™ Assessment for Each Participant
- Assorted Job Aids Provided

B2B Boot Camp Series

Intense, remedial workshop training to assist participants in mastering fundamental selling skills.

Prospecting Boot Camp

Session Length: 1 Day
target: All B2B Sales Personnel
Prerequisites: PBSS I
Pre-Work required: sales productivity analysis, sales plan

Many sales professionals struggle with keeping their pipeline full of highly qualified prospects. This one-day class is designed to build the essential skills to allow B2B sales professionals to sustain success in booking appointments with highly qualified prospects. Topics include:

- The Sales Process for Account Executives
- My Total Call Universe – understanding personal selling ratios and monthly sales goals
- Setting SMART Goals Specifically for Marketing
- The GOLDLEADS Lead Generation and Account Management Program
- Suspects, Prospects and Prospect Quality – how to raise the quality of your prospects
- Four Steps to Prospecting Success
  - Effective preparation
  - Successful introductions
  - Creating interest in making an appointment
  - Closing prospects on appointments
  - Handling resistance
  - Dealing with the gatekeepers
- A Call Summary Flowchart – an effective tool for successful call mapping
- Live Calling Workshop – calls to live leads

Needs-Based Selling for Successful Appointments

Session Length: 1 day
target: All B2B Sales Personnel
Prerequisites: PBSS I
Pre-Work required: competitive analysis of current market

What separates the sales professionals who struggle to achieve the goal and the superstar is often found in how effective the sales professional is in leading the Needs Assessment. Not only is a thorough knowledge of ones own products and services required, but you need to know enough to sell for your competitor. Topics include:

- Developing Expertise in Your Own and Your Competitor's Offerings – a live assessment of what each participant knows about their own and competitor's offerings
- Following a MAPP to Prepare for a Successful Appointment
  - Building and using a site seller
  - Professional selling standards
  - An Account Call Planning tool
- Opening and Owning Your Appointment
- Conducting a Needs Assessment
  - Effective questioning techniques
  - Digging beneath the surface to uncover needs
  - A "root" method for developing effective questions
  - Eliminating the barriers to effective needs assessments
  - Leading the discussion about competitors
- Developing a Prospect Profile
  - Account profiling tool
- Live Needs Assessment Workshop

III. Indirect (Third Party) Distribution Sales Channel

Harnessing The Power of Indirect Distribution

Session Length: 2 Days

Target: All Indirect Account Personnel *Prerequisites: none*

Managing *indirect distribution* is one of the most challenging sales management assignments. Learn the secrets to motivating large national retailers, regional dealers and local independent agents to provide world-class representation of our company's products and services. In an age of non-exclusive distribution relationships it is critical to our success that we build a business partnership with our dealers that sets us apart from other carriers. Topics include:

- Our Company's Strategy for Indirect Distribution
- The Power of Indirect Distribution - add just one more sale per day per outlet
- What Are the Challenges Presented by Indirect?
- Indirect Market Segments (agents, retailers, etc.)
- Indirect Distribution Basics
  - becoming a Valued Business Partner with our dealers
  - effectively profiling our dealers
  - how to deal more effectively with the key players in each account
  - measuring the performance of our dealers (reporting)
  - priorities of an Indirect Account Manager
- Core, Growth and Challenge dealers
- Territory Management and Dealer Visitation
  - holding productive dealer visits
  - dealer visitation schedule and planning
  - the urgent versus the important
  - consistent visitation scheduling
  - dealer visitation reports
- Gaining Dealer Mindshare
  - what do dealers want?
  - the fine art of asking questions
  - assessing a dealer's needs and wants
  - the battle for shelf space
  - positioning us favorably versus the other carriers
- Merchandising, Advertising and Promotions
  - merchandising basics and pictorial review of effective merchandising
  - leveraging our co-op advertising
  - increasing dealer participation in our promotions
  - business planning with dealers
- Dealer Personnel Development
  - training basics – a brief tutorial on training people
  - structuring a dealer training session
  - formal versus impromptu training
  - conducting effective training
  - coaching: how to make training stick
- Dealer Channel Expansion
  - determining where we need dealers
  - prospecting for new outlets
  - expanding existing dealers
- Tools:
  - a book of over 30 'instant' half-hour training sessions
  - forms and job aids

People-Smart Selling – Indirect Channel Version

Session Length: 1½-2 days
target: All Indirect Sales Channel Personnel *Prerequisites: Harnessing The Power of Indirect*

In today's world of non-exclusive dealers, the success of a particular carrier depends largely upon how the dealer's personnel like doing business with you. That means that relationship building with each dealer is crucial. How can you develop an approach with each dealer that allows you to work with them in a way that that maximizes your results? Based on the widely acclaimed DiSC Personal Profile System™, People-Smart Selling will equip you with a proven strategy that will maximize your results with each dealer:

- The Importance of 'Connecting' With the Key People at Each Dealer Location
- Why the Golden Rule is Likely to Fail in Building Relationships With Most of Your Dealers
- Understanding the DiSC Behavioral System
- Relating to Different People More Effectively
- Combinations of Behavioral Styles
- Strengths and Weaknesses of Each Style
- Identifying Dealer Personnel by Their Behavioral Style – Video Exercise
  - By what they do
  - By what they say
- Interacting With Dealer Personnel In The Most Effective Way For Each Unique Person
- Who Are My Challenging Dealers
- People-Smart Strategies and Tactics for Each DiSC Type
- People-Smart Dealer Penetration Planning
- Practicing People-Smart Account Strategies and Tactics
- Utilizes One DiSC™ Assessment for Each Participant
- Assorted Job Aids Provided (for both face-to-face and telephone interaction)

Partnership Selling to Independent Retailers 1

Session Length: 4-5 hours
target: Manufacturer's Sales and Marketing Personnel *Prerequisites: none*

Manufacturers are battling for shelf space with competitors who have targeted the same independent retail distribution channel as they have. Success depends on much more than who can provide a low price. Independent retailers are looking for suppliers who will partner with them and help them to maximize their profitability. PSIR1 is designed to equip the manufacturer's sales representatives with the necessary skills to open the door to profitable relationships with the independent retailers in the supply chain:

- Suspects, Prospects and Prospect Quality – how to focus on warm and hot prospects
- The GOLDLEADS System of Managing Accounts – account management made simple
- Four Steps to Prospecting Success – improve your closing ratios when setting up appointments
- Opening and Owning Your Appointment – foundation building for a successful appointment
- Conducting The Needs Assessment – the single most important selling skill, regardless of product or service!
  - Getting to the root of customer needs
  - Breaking down the barriers when directing the needs assessment

Part 2 (under development) will focus on Presentations, Cost Justification, Handling Resistance, Closing, and Territory Development.

IV. Telemarketing Sales Channel

TeleSales 101

Session Length: 2 days

target: Telephone Sales Employees *Prerequisites: none*

This is the *sales primer* for any direct marketer who sells via the telephone. There is a world of difference between selling face-to-face and over the telephone! Learn today's most effective telesales methods. Topics include:

- Tele-sales Concepts
- Our Telephone Personalities – how our callers visualize us
- How Our Words, Delivery and Body Language Affect Our Message – both good and bad: learn the secrets!
- Effective Listening Skills – active and interactive listening
- Effective Questioning Skills – questions are our friends
- Tele-sales Environments – technology collides with customer behavior
- Tele-sales Etiquette – how to handle any customer on the phone
- A Nine Step Sales Formula To Deliver Sales Success – time is precious on a phone call, so learn to make every second count AND close more sales more often with the nine-step formula
- Working Well With All Customer Personalities
- Turning Complaint Calls Into Sales

V. Non-Channel Specific Sales Training

Delighting Our Customers

Session Length: 3 hours

target: All Sales and Customer Retention Personnel *Prerequisites: none*

What does it take to delight a customer and keep them for life? Anyone in the sales channel who interacts with customers recognizes that without customers, our company ceases to exist. Topics include:

- What Do Customers Really Want?
- The 10 Commandments of Delighting Customers – Thou shalt follow them all the days of thy career!
- Responses That Raise or Raze the Sale – some things we say without thinking cause negatives to spring up immediately in our customer's minds. Learn what they are and what to say instead.
- Solving Real Problems For Customers – every day customers come to us to solve their problems. Correctly identifying the problem and its cause(s) and quickly solving them builds customer loyalty and repeat business.

Competition Workshop

Session Length: 1.5 hours

target: All Sales and Customer Retention Personnel *Prerequisites: none*

How does the company stack up against the competition and how do we remain the best value in each market we serve? You must know your competitors to win. Learn who your competitors are and how to position your company against all competitors.. Topics include:

- Who are Our Competitors?
- What Are The Differences Among Competitors?
- What Are The Differentiators Between Competitors?
- How To Evaluate The Competition
- Your Role In Gathering Competitive Information
- Mystery Shopping Exercise

Building Value: Selling Against Price & Competition

Session Length: 4 hours

target: All Sales and Customer Retention Personnel *Prerequisites: core sales course*

Anyone who has ever heard a customer say: "It costs too much," "I can get if for less," or "Brand X is better" will want to take this training. Learning how to position what we offer as an exceptional value is a world of mediocre competitors is your takeaway for the investment of a few good hours of learning. Good refresher course for anyone encountering this kind of resistance. Topics include:

- How Customers Make Buying Decisions
- How To Use Differentiators To Build Value – learn how to make the differences between what we offer versus other wireless providers work in your favor.
- Developing Your Own Strategic Advantages – simply knowing the differences is not enough, you must know how to wield them with deadly accuracy!
- Dealing With The Price Objection – after your learn five devastating techniques, you'll beg your customer to bring up the price objection so you can close them.
- Dealing Effectively With Competitors – knowing your adversaries in the marketplace is the fist step in making them always the last choice

MANAGEMENT & LEADERSHIP CURRICULUM

I. Managing Through People Series

Managing Through People Curriculum Overview.

This series of four two-day modules is designed to equip managers and supervisors with the skills necessary to hire, train, direct and develop the people who work with them. Individual modules can be customized to capture your organizations forms and processes. Each two-day module can also be used as a stand-alone course. Organizations wishing to implement this series typically allow 60 to 90 days between modules, completing the series over the course of a calendar year. Each course contains a pre- and post-training skills assessment that measures the effectiveness of the training, and is useful by the participant's supervisor in post-training coaching and individual development plans. This is by far our most popular training series!

Managing Through People I

Session Length: 2 Days

Target: All Supervisors and Managers *Prerequisites: none*

This is the foundational course for building winning teams in every functional area. Better leadership attracts better teams, and better teams produce superior results. Topics include:

- The Cost Of A Bad Hire – tens of thousands of dollars lost on every bad hire
- Recruitment Process Overview
- Hiring Winners Begins With A Plan – or why many fail to hire staff successfully
- Skills, Knowledge & Talent – what can and cannot be taught
- Sourcing Winners – They're Everywhere! - you just have to know where to find them!
- Screening Responses – separate the contenders from a sea of pretenders
- Effective Selection Interviews – learn everything you need to know…quickly
- Selecting and Securing The Right Candidate – landing winners in today's market
- New Hire Paperwork – what's required
- A New Employee's Launch Plan – developing an orientation plan that works
- How To Teach Job Skills Effectively – a five step method that guarantees results
- Assigning Work To Employees
- Reporting & Documentation – the who, what, where, when, why and how of effective record keeping and avoid the legal headaches of documentation
- How To Perform A Meaningful Performance Evaluation
- What Motivates Our Staffs – how to do the things that create positive team spirit
- Communications Skills – a basic overview of this management skill
- Goal Setting With Employees – how to set them jointly so they are reached
- Coaching Employees – the basics of coaching
- Counseling Employees – the basics of counseling
- Progressive Discipline – providing appropriate discipline when situations warrant it

Managing Through People II

Session Length: 2 Days

Target: All Supervisors and Managers *Prerequisites: Managing Through People I*

Building upon the foundational skills of MTP I, participants will learn how to put their leadership skills to the most effective use in this hands-on program. Topics include:

- Leveraging Staff Strengths – identify and utilize the strengths of each Employee
- The Impact of Behavioral Style – implement DiSC© strategies to lead your staff
- The Impact of Learning Style – understanding how each Employee best learns is valuable insight into how to best teach new skills
- What is Leadership? – people follow leaders…they merely work for managers
- The Four Levels of Leadership – progressing towards a Results-Oriented and Development-Focused leadership
- Leadership and Behavioral Style, Communications Styles and Receptivity To Feedback – the ways to effectively apply leadership in your business unit
- Groups, Teams, and Team-Oriented Leaders – How great leaders lead their team to great performances.
- Understanding Motivation – how to create the environment for your Employees to achieve the best they are capable of
- Effective Communications Skills For Leaders – learning how to be a better listener and speaker enable leaders to provide effective feedback to their staff.
- How To Provide Feedback – feedback is one of the most effective methods of coaching Employees
- Leading Productive Meetings – as a supervisor or manager you lead meetings frequently with staff and interdepartmental teams. Learn how to do it better, with more productive results than ever before.

Managing Through People III

Session Length: 2 Days

Target: All Supervisors and Managers *Prerequisites: Managing Through People I & II*

This module focuses on the 3-P's of successful organizations: problem solving, planning and project management. Avoid making costly and time-consuming mistakes while achieving better results more efficiently in less time. Topics Include:

- Growing Into A Results-Oriented Manager – the skill set required for effective management
- C.A.R.E.© – the different roles we play in the planning, problem solving and project management process
- Using C.A.R.E.© to Unlock Success – for team planning, problem-solving and project management
- The Fundamentals of Planning – The GNIRTS formula
- Problem Solving Skills - properly define the problem and then solve it
  - performing a root-cause analysis to find the real reason(s) for a problem
  - unlocking the team's creative problem-solving power
  - delegating parts of the Action Plan to your staff
  - keep problems from revisiting
- The Fundamentals of Project Management
  - keeping your staff actively engaged in the problem-solving mode

Managing Through People IV

Session Length: 2 Days

Target: All Supervisors and Managers *Prerequisites: Managing Through People I - III*

Participating supervisors and managers will build upon the skills taught in MTP 1, 2 and 3 while gaining additional skills in Coaching and Counseling their staff members. Topics include:

- The Objectives Of Staff Development – how and why do we do it
- Fundamentals of Coaching, Counseling and Progressive Discipline – strengthening our grip on the foundational principles to build effective teams
- Learning Differences Among Employees – unlocking the skills of the different types of learning and learners on your team
- Using DiSC© To Coach Employees – how do we overcome the tendency to coach in our own DiSC© style and coach Employees in the most effective way?
- Two Views Of The Same Performance – when the Employee's and their manager's view of their performance don't match
- Using DiSC© To Counsel Employees – maintaining constructive counseling even during difficult counseling situations
- Coaching & Counseling Workshop – hands-on scenario solving

II. Sales Management Courses

Retail Store Management

Session Length: 2 Days

Target: All Retail Store Supervisors, Managers and Retail Channel Managers
Prerequisites: Managing Through People I & II are strongly suggested

This important workshop is designed to build upon the management principles found in the Managing Through People series and look at their proper and effective application in a retail store environment. Topics include:

- A Template for Success
  - The Characteristics of Great Retail Managers
  - The Top Ten Things Great Retail Managers Do Differently
  - The Priorities of A Retail Store and Channel Manager
- Staff Management
  - Identifying the Ideal Retail Salesperson
  - Staffing My Store
  - Training My Staff
  - Coaching, Counseling and PIPs in My Store
  - Topgrading and Ranking My Staff
  - Allocating Time Between Staff Members
- Sales Management
  - Managing My Time Effectively
  - Achieving and Exceeding The Sales Plan
  - Observing My Staff In Action
  - Getting The Most Out of My Sales Programs
  - Using Sales Reports Effectively
  - Conducting Sales Meetings
  - Sales Management Tips & Techniques
- Operations Management
  - Understanding Key Financial Indicators In My Store
  - Understanding Gross Profit
  - Controlling My Operating Expenses
  - Key Retail Store Operational Policies & Procedures
- Includes an Appendix with many practical tools and forms for managing a store and retail sales channel more effectively

Business Sales Management

Session Length: 2 Days

target: All B2B Sales Supervisors, Managers and B2B Market/Area Managers
Prerequisites: Managing Through People I & II are strongly suggested

This important workshop is designed to build upon the management principles found in the Managing Through People series and look at their proper and effective application in the business sales/direct sales environment. Topics include:

- A Template for Success
  - The Characteristics of Great Business Sales Managers
  - The Top Ten Things Great Business Sales Managers Do Differently
  - The Priorities of A Business Sales Manager
- Staff Management
  - Identifying the Ideal B2B Salesperson
  - Staffing My B2B Sales Team
  - Training My Staff
  - Coaching, Counseling and PIPs in the B2B Sales Channel
  - Topgrading and Ranking My Staff
  - Allocating Time Between Staff Members
- Sales Management
  - Managing My Time Effectively
  - Achieving and Exceeding The Sales Plan
  - Where Will My New Sales Come From?
  - Effective Account Planning
  - Helping My Account Execs Manage Their Time
  - Takin' It To The Streets With Ride-Alongs
  - How To Call For Help From Your Boss
  - Conducting Sales Meetings
  - Using Sales Reports Effectively
- Operations Management
  - Understanding Key Financial Indicators In My Store
  - Understanding Gross Profit
  - Controlling My Operating Expenses
- Includes an Appendix with many practical tools and forms for managing a B2B sales force and business/direct sales channel more effectively

III. Topical Management Courses

World-Class Management

Session Length: 1 Day

target: new Supervisors and Managers *Prerequisites: none*

What do the world's best managers do differently? Based on extensive research by the Gallup Organization, this one-day workshop considers the four essential skills that World-Class managers have mastered. Based on the New York Times best selling business books, *First, Break All The Rules* by Marcus Buckingham and *Topgrading* by Branford Smart, PhD. Topics include:

- What is 'World Class?'
- What Do The World's Greatest Managers Do Differently?
- Hiring For Talent – you can teach skills and knowledge, but you must hire for talent
- Defining The Right Outcomes With Employees – harness each staff members creativity
- Creating The Environment For Motivation – effective tools that create a climate of motivation
- World Class Managers Develop Their People – help your people be all that they can be
- Appendix – crammed full of helpful job aides and forms!

Fundamentals of Operational Performance

Session Length: 2 Days
target: All Supervisors, Managers, Directors and Vice Presidents *Prerequisites: none*
Facilitated by Corporate Trainer and Senior Financial Officer

This course is especially designed for organizations that have moved out of the high growth ramp-up stage and into the maturing operator stage. It teaches participants how to make operationally sound decisions, de-mystifying Profit and Loss Statement, Reports, EBITDA and the key drivers and metrics behind EBITDA. Topics include:

- Our Challenges and How We Got Here – a snapshot of the issues shaping our business
  - Industry and company growth and projected growth
  - Core strategy and current tactical approach to the market
  - The rise of personal accountability and better decision-making
  - A close look at the Key Drivers (Financial Metrics) of our business
  - Our challenge: growing the business when the market is flat
- The Concepts and Processes We Must Master
  - Lessons from a household budget
  - The company's Top 20 expenses
  - Understanding the company's P&L
  - A closer look at each Key Driver (Financial Metric)
  - Understanding Revenues
  - Understanding Expenses
  - Understanding EBITDA
  - The Inter-relationship between the Key Drivers
  - Case studies
- Planning and Analyzing
  - The five steps of planning
  - Tools to measure and monitor results
  - Trendicators, trend analysis and leading indicators
  - Reports workshop – analyzing actual results
- How Specifically Do I Positively Impact My Own Operational Area
  - Linking Key Drivers, what drives them in each department, and action plans
  - Developing a specific plan to positively impact EBITDA - workshop
  - Three disciplines in executing effective plans
    - Step 1: monitoring progress closely against the plan
    - Step 2: keep doing the things that are working well
    - Step 3: adjust to the negatives
  - Properly defining problems
  - Solving the Problem
  - Accountability for my plan
- Appendix and Tools
  - Glossary of selected financial and operational terms
  - Expense inventories
  - More on EBITDA
  - Key Metrics by Department – what drives the drivers by department
  - Report Analysis Grid
  - EBITDA Impact Worksheet

This module is custom designed for each client company!

Compensation Training for Managers

Session Length: 4 hours

target: All Supervisors and Managers *Prerequisites: none*

Can be provided as a facilitated or self-administered practical 'how-to' guide. How is the Company's Compensation and Salary Structure administered on a daily basis to ensure that we attract and retain the best and brightest individuals? Topics include:

- The Building Blocks of Our Compensation Program
- How We Arrive at a Salary For a Job
- How Our Salary Structure Works
- Employee Performance Evaluations
- The Three-Month Rule
- Compensation Forms
- Compensation Events Action Grid
- Compensation Policy Overview

Conducting Meaningful Performance Evaluations

Session Length: 4 hours

target: All Supervisors and Managers *Prerequisites: none*

Can be provided as a facilitated or self-administered practical 'how-to' guide. The annual Employee Performance Evaluation can either be a terrific tool that both guides and chronicles an Employee's development in his/her job, or the most dreaded event of the year. Learn how to conduct meaningful evaluations that Employees look forward to!

- Our Performance Evaluation Philosophy
- Performance Management 101
- Scoring an Annual Performance Evaluation
- Adding Appropriate Comments to an Annual Performance Evaluation
- The Self-Evaluation
- The Evaluation Process and Timeline
- Holding The Evaluation Discussion With Your Employee
- Events That Affect the Timing of an Annual Performance Evaluation
- Sample Forms, Job Aid and Policy section

Sexual Harassment Awareness For Supervisors

Session Length: 2-3 hours

target: All Supervisors and Managers *Prerequisites: none*

Did you know that according to the Supreme Court, every supervisor and manager is *personally liable* for adhering to the law regarding sexual harassment? Learn how to recognize the early warning signs to prevent it, and how to deal with a sexual harassment complaint. Topics include:

- What Is Sexual Harassment?
- What Makes Sexual Harassment Illegal?
- How Should We Deal With Sexual Harassment?
- Company Policy On Sexual Harassment
- A Closer Look At Sexual Harassment – understanding *quid pro quo* and *hostile environment* harassment
- What Is The Worst That Can Happen? – understand what the courts say
- What Are The Supervisor's Responsibilities? where you may be personally liable!

Note: This training requires annual re-certification for all Managers and Supervisors

Diversity Awareness For Supervisors

Session Length: 4 hours

target: All Company Supervisors and Managers *Prerequisites: none*

Effective leaders harness the incredible power of diversity on their staffs with amazing results! Learn how to recruit a diverse workforce and bring members of your staff together as an interdependent team. Topics include:

- What Is Diversity and What Makes Us Different? – includes our behavioral style, how we learn, physical attributes, our environment, and a whole lot more
- Overcoming The Barriers Of Diversity – how to value what each team member brings to the workplace
- Reaping The Benefits Of Diversity – assembling highly productive and diverse teams
- Supervising Diverse Teams – recognizing the differences and leveraging them as strengths to generate excellent results
- Understanding Your Leadership Strengths – your leadership style, 'customized' for the uniqueness of each staff member, enables you to lead each staff member more effectively
- Utilizing Diversity To Enhance Team Performance – great leaders use diversity to compliment or compensate for their own strengths and weaknesses in building more effective teams
- Dealing With Diversity-Related Issues – recognize diversity-related problems and concerns and resolve them quickly

Building A Winning Team (Defining Our Mission)

Session Length: 4-6 hours

target: Senior Management Team *Prerequisites: none*

Many companies with talented people, a winning product or service, and a favorable business climate still struggle to achieve success because the organization's is not operating as a cohesive unit. Like an engine badly in need of a tune up, the organization moves in a series of fits and starts and, as a result, is never fully able to take advantage of market conditions and the sales and profit opportunities available to it. *Building a Winning Team* brings together the leadership and management of the organization for the purpose of identifying the company's mission and aligning the organizations' staff to achieve the mission. In the process stronger team bonds are formed, which will facilitate productive relationships between managers and supervisors.

- What is Leadership?
- The Four Levels of Leadership
- The Differences of Leadership Behavior
- Leadership and Team Alignment
- What is a Mission Statement?
- What are Our Core Competencies?
- Who are Our Target Customers?
- What are Our Values?
- Creating Our Mission - Workshop
- How do We Institutionalize Our Mission?
- Next Steps to Live Our Mission Daily

OTHER CURRICULUM

Boyer Management Group is adept at creating specialty training for most areas of a business. The following titles were created in response to specific clients' needs. If your company or organization has a particular training need, consider having us design a course to meet that need!

I. New Employee Orientation

Welcome To The Team!

Session Length: 1-3 hours

target: All Employees (as part of new hire orientation) *Prerequisites: none*

This is the *first course* that new employees should take. A new employee's first exposure to their employer establishes the foundation for a successful and effective career. *This course is custom written for each company or organization* and provides the new employee with an overview of the organization and introduces the new employee to the company's vision, values and culture. Topics include:

- Company History, Mission Statement and Business Strategy & Philosophy
- What is an Employee?
- Meet the Management Team
- Our Company's Distribution Strategy – who we sell to and how we do it
- Our Commitments to Customers, Technology and Employees
- Employee Benefits (Optional)
- Employee Handbook (Optional)

Our Systems, Standards & Organization

Session Length: 1-2 hours

target: All Employees (as part of new hire orientation) *Prerequisites: none*

How does the company fit together and what systems does it use to operate? This module provides an essential understanding of how we operate. Topics include:

- How is the Company Organized – how each department functions and inter-relates
- Administrative Systems – identifying all of the admin systems that are used within the company
- Overview of 'Prime' Systems – specific to each organization, an overview of the manufacturing, technical, distribution or other systems that make up the core products or services provided by the company
- Management and Financial Systems – Management Reporting, HRIS, Payroll, Accounting, MIS, Trouble Reporting
- Interfacing Within The Company
- Departmental Standards

III. Wireless Telecommunications Courses

See Customer Service and Sales sections for related curriculum!

Wireless 101

Session Length: 4-6 hours

target: All Employees/All Customer Contact Personnel *Prerequisites: none*

This course provides an overview of the wireless telecommunications industry and demystifies the technology of wireless telecommunications. Topics include:

- Wireless Yesterday, Today and Tomorrow
- How Wireless Works (radio waves, wireless cell, cell site, service area, MSC, interfacing with the PSTN, wireless handsets, SID and SOC)
- Roaming Made Easy (how it works, roaming and billing, IRDBs, OTA and NACN)
- Long Distance and Roaming
- It's a Digital World (analog vs. digital, how it works, advantages over analog, overview of TDMA, CDMA and GSM, our choice of TDMA, multi-network phones, handoffs across the country, features that follow you)
- What's Just Over The Horizon? (a glimpse at WAP and 3G)
- Wireless Glossary – all the terms and acronyms you'll ever need

Wireless Handsets

Session Length: 2-6 hours

target: All Customer Contact Personnel *Prerequisites: Wireless 101*

Learn the basics of how wireless handsets operate on the system, their basic features and functions, and the benefits of TDMA, CDMA and GSM handsets. This course is not vendor-specific and will allow an Employee to be able to perform all the basic operations of any wireless handset. Topics include:

- Functions and Features of Wireless Handsets
- How to Read a Phone's Display
- The Battery Options for Wireless Handsets
- Accessory Options for Wireless Handsets
- Reference Charts and Guides (also provided as stand-alone resource):
    - Troubleshooting Wireless Handsets
    - Phone Handset Comparison Chart
    - Most Frequently Questioned Functions
    - Selecting The Right Phone For Each Customer
- Vendor Workshop (Optional) – presentations by wireless handset vendors
- Handset Workshop (Optional) – sales and customer service practices in assessing customer needs and presenting solutions to those needs

Products & Services

Session Length: 3-6 hours

target: All Customer Contact Personnel *Prerequisites: Wireless 101*

Thorough training on the wireless telephone and/or paging service footprint, rate plan options and each of its basic and advanced features and services. Topics include:

- The Local, Regional and National Coverage Footprints
- Key Terms and Points About Our Rate Plans
- Company Network Cities and Main Travel Route Coverage
- Consumer Rate Plans
- Business Rate Plans
- Basic Cellular/PCS Feature Set – Caller ID, Call Waiting, Call Forwarding, Conference Calling, 3-Way Calling
- Advanced Features – Voice Mail, Detailed Billing, Extended Warranty, 411 Info, 1-Way Text Messaging, 2-way SMS Service, Voice Dialing, Wireless Internet Services, Prepaid Service, Paging Services
- *What Comes With That Plan* and *Features That Follow You* grids

Section 255 Training

Session Length: 2 to 3 hours
target: all Sales Personnel *Prerequisites: core sales course*

The Telecommunications Act of 1996 requires all providers of telecommunications services and products to facilitate the sale and use of these products and services to persons with disabilities. Section 255 - the legal requirements of facilitating telecommunications products and services to our customers with disabilities,

- Product Solutions - the specific products and services we sell that support different kinds of disabled customers,
- Sales Approaches - how to interact and solve problems with customers who have different kinds of disabilities, and tips for effective face-to-face and telephone communications with disabled customers.

Fundamentals of GSM & GPRS

Session Length: 4 hours
target: all Customer Contact Personnel *Prerequisites: core sales course*

For wireless carriers that are migrating from TDMA to GPS systems. This training provides an introduction to the world of GSM and GPRS, and is designed to be facilitated, placed onto a company Intranet, or used as a self-tutorial. Topics include:

- GSM: How it Fits Into the Wireless Industry
- What are GSM and GPRS and Their Benefits?
- Why are We Migrating to This Technology?
- How Things Will Work as We Migrate to GSM and GPRS
- Coverage, Service Plans, Products and Pricing (optional)
- A Look Into the Future of 3G
- Equipment and Vendor Presentation (Optional)

Selling GSM & GPRS

Session Length: 4 hours
target: all Customer Contact Personnel *Prerequisites: Fundamentals of GSM & GPRS*

Module 2 in carrier personnel training in GSM and GPRS. This training focuses on how to sell the new technology, including the unique applications-selling that must take place to effectively sell GPRS (Wireless Data). Topics include:

- The Basics of GSM and GPRS – making packet data simple, the migration timeline, proficiency testing (can you explain it?)
- The Equipment of GSM and GPRS – what is a SIM card< How calls are routed in a GSM system overlay, the difference between TDMA and GSM subscriber equipment, what is WAP, customer expectations, key voice and data features of GSM and GPRS service, connectivity options
- Selling GSM and GPRS – identifying customers for GSM voice and GPRS data services, killer applications for GPRS, conducting the GSM/GPRS *Needs Assessment*, presenting the GSM/GPRS solution, FABN statements, dealing with resistance, post-sales issues
- GSM/GPRS Hands-On Lab – vendor presentations on specific equipment, feature sets, demonstrations
- Tools: Service and Equipment grid, Competitive Matrix, Killer Apps for GPRS Data, GSM & GPRS Wireless Assessment form, Vertical Market Applications and Needs Assessment Questions.

Preventing Wireless Fraud

Session Length: 4 hours
target: all Personnel *Prerequisites: none*

- Raising Our Awareness
- Physical Security
- Types of Fraud
- Subscription Fraud
- Your Role in Fighting Fraud
- Tour Fraud Fighting Team

Billing For Sales

Session Length: 4-8 hours

target: all Sales Personnel *Prerequisites: none*

This course was custom written for wireless carriers suing the Convergys Billing System but can be adapted to any customer billing system. The purpose of this module is to equip wireless sales staff to answer basic questions customers ask at point of sale regarding their bill. Topics include:

- Properly completing a Customer Service Agreement
- How a bill is created and correctly read
- Billing methods, conventions and cycles
- Customer transactions: activations, suspensions, service restorals, and terminations
- Payments for service
- Rate Plans in the billing system
- Roaming and NACN charges
- Billing system architecture
- Navigating the system to answer customer inquiries
- Looking up current balances and payment histories
- Recording comments on the account's history

Retail POS Systems

Session Length: 4-8 hours

target: all Sales Personnel *Prerequisites: AEIRS1*

This course was custom written for wireless carriers using RMS and LightBridge POS Systems in conjunction with Convergys Customer Billing Systems but can be adapted for any POS system. This hands-on course is 'must training' for retail store personnel needing to transact via the POS. Master the basics of all FrontOffice functions of our systems. Topics include:

- Point Of Sale Systems Overview – how do the pieces fit together?
- Customer Service Levels – 8 minutes or less from "I'll take it" to "Thank You!"
- Store Transactions Overview – a survey of all POS can do
- Consumer and Business Sales transactions – credit approval to sales to tendering the customer payment
- Additional Line and Feature Sales – selling additional products and services
- Equipment of Accessory Returns – how to process them in the system
- Customer Exchanges – everything you need to know
- Equipment Protection and Prepaid Wireless Transactions – master the basics of each
- Customer Payments For Service – how to take a customer payment
- Credit Card and Check Payment Processing – policies and procedures on both

Back Office POS Systems Management

Session Length: 4-6 hours

target: all Employees Overseeing POS Operations *Prerequisites: Retail POS Systems*

This course was custom written for wireless carriers using RMS and LightBridge POS Systems in conjunction with Convergys Customer Billing Systems but can be adapted for any POS system. This important follow-up course is designed to build the skills necessary to run all end-of-day reports and reconcile the reports to actual.

- Daily Journal
- End-Of-Day POS Reconciliation Reports
- Verification Of Receipts Against Daily Journal
- Verification Of Receipts Against Customer Service Agreements
- Reconciliation of Credit Card, Pre-Pay, Checks and Cash Payments
- Completing The Daily Checklist
- Balancing The Float
- End-Of-Day Closing Of Credit Card Terminal and POS
- End-Of-Day Physical Inventory Count

Billing 101: Navigating The System

Designed for telecom providers *5 days*

Target: all Employees using Macro/Cell *Prerequisites: none*

Taught by the Customer Service Instructional Team. Master the basics of Macro/Cell and you learn to navigate the system. Topics include:

- How a bill is created
- How to read a bill
- Client billing methodology and conventions
- Billing cycles and billing methods for digital and analog service
- Payments for service
- Macro/Cell architecture
- Rate plans in the Billing System
- Roaming, Blended Minutes and NACN
- Service Order Dates
- Handling holiday sales
- A screen-by-screen primer on querying the system
- Account, Mobile and Equipment Level queries
- Using CCM – Customer Communications Manager
- Finding a customer's Current Balance and Payment History
- Billed Usage and Billing Transactions Screens
- Making Adjustments to customer accounts
- Credit Card Billing
- Account, Mobile and Equipment Level Maintenance
- Final Assessment

Roaming 101

Written for the wireless telecom industry *4 hours*

Target: All Employees with Customer Contact *Prerequisites: Delighting Customers, Billing 101*

Today's mobile customers are more mobile than ever. Where in the world can they use their wireless service? Topics include:

- The essentials of roaming: SIDs, SOCs, Alpha Tags, Blocked Calls, Dialing Patterns, Star Codes and more!
- The costs of roaming: pass-through charges, re-rating and blended charges
- Roaming clearinghouses and roaming infrastructure
- Roaming and the NACN
- Roamer call validation and the Negative File
- Credit card roaming
- At the heart of roaming: a guide to IRDBs and their applications

Credit & Activations 101

4 hours

Target: All Customer Service Employees. Prerequisites: Delighting Customers, QA 101, Billing 101

The purpose of this module is to familiarize Customer Service Employees with the goals, roles and functions of Credit and Activations. Topics include:

- How customer's credit information is taken at point of sale
- Consumer and Business credit applicants
- How the Credit and Activations Departments fit into the big picture
- What happens at Point-of-Sale
- What happens after the credit application is entered into the POS?
- Our Consumer Credit Matrix and Business Credit Models
- Deposits, Important Credit Policies and credit forms and their uses

IV. Human Resources

The Human Resources Curriculum was written for companies desiring to train its Human Resources staff in implementing key HR programs. In each case Boyer Management Group developed the policy, procedures, forms and assisted the client in their implementation. The audience of each course included selected members of the management staff along with HR and Office Managers.

Compensation Administration

Session Length: 8 hours

target: all Personnel *Prerequisites: none*

Customized for each client. May be taught by the client's HR Manager (after *Train the Trainer* training). How is the Company's Compensation and Salary Structure administered on a daily basis to ensure that we attract and retain the best and brightest individuals? Topics include:

- Compensation Program Overview
- Compensation events requiring action and associated forms
- Compensation philosophy and fundamentals
- Associate-Based Events Requiring Admin Action
- Hires/rehires of Associates
- Merit increases, Advancement. Promotion, Demotion and Transfers
- One-Time Bonus, Stock Awards and Perks
- Off-cycle Increases
- Changes in Associate Status or Shift
- Performance Improvement Plans, leave of Absence, Worker's Comp
- Suspension, Termination, Death and Severance
- Calculating Merit Increases; Proper Communications
- Position-Based Events Requiring Admin Action
- Creation of New Position, Bonus Plan or Commission Plan
- On-Call Pay
- One-time Increase to Job Group
- Elimination or Transfer of Position
- Job Reassessment
- Changes to Bonus or Commission Plans
- Assorted Job Aids and forms
- Compensation Policy – optional development of a comprehensive compensation policy
- Compensation Training for Staff (Optional) – a tutorial of compensation processes, policies, procedures and related forms, etc. – target: supervisors

Benefits Administration

Session Length: 8 hours

target: all Personnel *Prerequisites: none*

Customized for each client. May be taught by the client's HR Manager (after *Train the Trainer* training). How are the company's array of benefits administered in the field? What are the processes, policies and procedures needed to provide world-class benefits administration to our Associates? Topics include:

- Enhancements and Changes for 200__
- Open Enrollment for Benefits
- Benefits Enrollment and Administration
- Ongoing Administration of Benefits
- Dependent defined
- Change in Family Status, Associate hours, Name and Address changes
- Associate hire, transfer, separation, rehire, disability and death
- Leaves of Absence, Workers Compensation, Income Protection
- 401(k) Administration
- Employee Stock Purchase Administration
- COBRA and FSA Administration
- Billing Administration
- Employee File Administration
- Frequently Asked Questions
- Job Aids and forms
- Benefits Policy – optional development of a comprehensive benefits policy
- Benefits Training for Staff (Optional) – a tutorial of benefits, changes, etc. – target: supervisors

Staffing Administration

Session Length: 8 hours

target: all Personnel *Prerequisites: none*

Customized for each client. May be taught by the client's HR Manager (after *Train the Trainer* training). When the need arises to add high-quality Associates to SunCom's staff, what steps does Human Resources take to fill the openings? What processes, policies and procedures are implemented to assure that consistently excellent candidates are considered? How do the Hiring Manager and Human Resources work together in the process? Topics include:

- The Pre-Selection Phase
- Job Analysis Questionnaires, Job Descriptions and Job Requisitions
- Open Position Tracking
- Selection Kits
- The Recruitment Phase
- Internal Job Posting and External Recruitment
- Using Monster.com
- The Candidate Screening Phase
- Resumes and Resume Databases
- Pre-Screening via telephone
- The Interview Phase
- Application Packet
- Interviewing, Second and Final Interviews
- Selection of Final Candidate
- The Offer Phase - verbal offers, background checks
- Offer letters
- Closing the open position
- Job Aids and forms
- Staffing Policy – optional development of a comprehensive staffing policy
- Staffing Training for Staff (Optional) – a tutorial of benefits, changes, etc. – target: supervisors

V. Compliance Training

Sexual Harassment Awareness

Session Length: 2 hours

target: All Employees *Prerequisites: none*

According to the US Supreme Court, this session should be taught to all employees annually.

In 1998 the United States Supreme Court mandated that all companies and organizations conduct annual sexual harassment awareness education. We'll educate your staff to understand this important topic, and help reinforce the company's policy of a harassment-free workplace. Learn the practical steps to prevent sexual harassment and what the law has to say. Topics include:

- What Is Sexual Harassment?
- What Makes Sexual Harassment Illegal?
- How Should We Deal With Sexual Harassment?
- Company Policy On Sexual Harassment

Note: If your company or organization needs to develop a legally compliant policy on harassment, contact Boyer Management to assist you!

Orchestrating Successful Teams Through Diversity

Session Length: 2-3 hours

target: All Employees *Prerequisites: none*

When are we strongest? When we work together as a team of individuals with unique differences, coming together and leveraging the strengths that each team member contributes. One of the core values of successful organizations is respect for all members of the team. Topics include:

- What Is Diversity?
- What Makes Us Different? – includes our temperament, how we learn, physical attributes, our environment, and more.
- Overcoming The Barriers Of Diversity – how to value what each team member brings to the workplace. There is honor in every role.
- Working Together As A Team – learn to leverage the strengths of all team members to achieve superior results.

VI. Time Management

Beyond The Sixty Minute Hour

Session Length: 4-6 hours

target: all Personnel *Prerequisites: none*

How can you squeeze more than 60 minutes of productivity out of each hour you work without working harder? Learn the secrets of time management, personal organization and goals in this power-packed session! Topics include:

- How to deal with the world that is accelerating around you
- Why time is the ultimate deplete-able asset
- The 80/20 rule
- Personal productivity time zones
- Acquiring good habits and correcting bad ones
- Using T0-Do Lists
- The A-B-C's of prioritization
- Dealing with the overload of paperwork
- Overcoming procrastination
- Managing interruptions
- Curing lateness
- SMART goals
- Making goals become reality

VII. Retail Loss Prevention

Loss Prevention In My Retail Store

Session Length: 4-6 hours

target: all Retail Store Personnel *Prerequisites: none*

The purpose of this module is to familiarize retail store employees with the safety and loss prevention procedures for their stores. Custom written for each client to capture specific policies, procedures and practices. Topics include:

- Employee, Customer & Store Safety
- Store Opening & Closing Procedures
- What To Do In Case Of Robbery
- What To Do In The Case Of A Bomb Threat
- Preventing Fraud In Our Stores

Can We Build One For You?

Our course catalog keeps growing as the result of customers finding Boyer Management Group's training programs to be highly effective and economical. Talk to us today about building a program for you!

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