

Unlock the Spectrum of Opportunity™



Products and Services

Solutions Designed to Improve
Organization Performance

Why Influence?



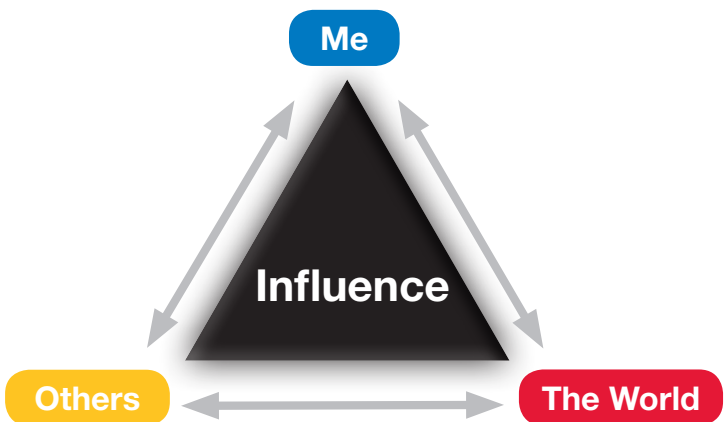
Schema
Emotion
Logic

The most effective employees, sales representatives, managers, account managers, and executives all have one thing in common: ***They are great Influencers of behavior.***

PRISM utilizes science as the foundation for all of our products and services:

- The Science of Social Influence
- The Neuroscience of Thinking
- The Science of Behavioral Learning

- ✓ Influence leverages the way we think and how we interact with others and our environment.
- ✓ Influence is highly effective...it works.
- ✓ Influence is win-win for employees, companies and customers.
- ✓ Influence techniques and skills can be learned.

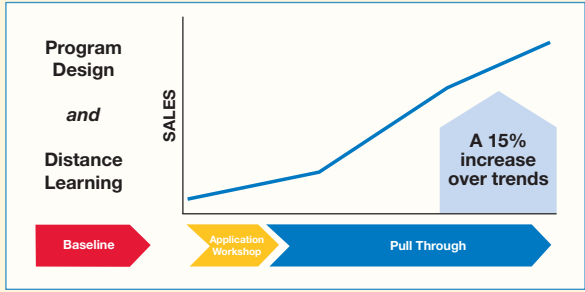


Influence is **Win-Win**
Influence is a **2-way process**
Influence has **3 dimensions**

Why PRISM?

Investing in your sales, leadership, account management or corporate team with the most effective development platform can generate significant and sustainable results.

At PRISM we leverage the science of Influence to help you get results and improve the trajectory of your business.



Our Approach

At PRISM, our single focus is to help your organization improve performance with sustainable results.



PRISM has leadership and training experience in a wide variety of areas including Sales, Marketing, Account Management, and Leadership.

Our consulting business focuses on **effective business practices**, while our training leverages the Science of Influence and **effective people practices**.

PRISM offers a variety of resources and training tools to reinforce learning and application.

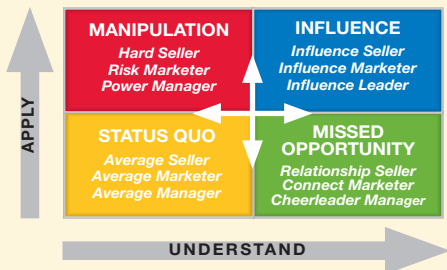


Pocket Reference Guides



Influence = Positive Change = Success

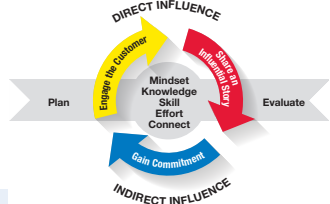
Our curriculum is designed to help your team develop their skills quickly, and work more effectively within the Influence Quadrant.



Influence Selling

The most effective salespeople are different: they are all highly skilled at influencing their customers.

Our core PRISM Influence Selling™ curriculum includes a series of 8 Influence Selling modules and many training resources for both Live and Distance Learning.



Core Modules and Workshops

- Why Influence?
- Mindset of an Influence Salesperson
- Engage Your Customers-Key Strategies
- Engage Your Customers-Influence Selling Questions
- Share an Influential Story
- Welcome Objections
- Gain Commitment
- MKSEC-The Influence Trust Formula



Modules and Workbook

Additional Intermediate & Advanced Workshops and materials are available.

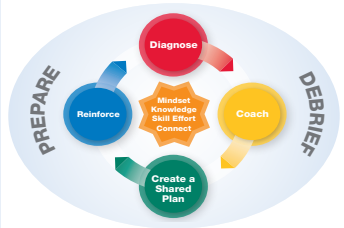
Influence Coaching & Leadership

The most effective leaders are different: they are all highly skilled at influencing their direct reports, peers, and customers.

PRISM Influence Coaching & Leadership™ is a comprehensive suite of modules, workshops and materials designed to develop your managers' ability to leverage Influence principles to gain maximum results with their direct reports, peers and customers.

Core Modules and Workshops

- Mindset of an Influence Leader
- Overview of the Influence Coaching Model and Step 1: Diagnosis
- Coaching to Improve Employee Mindset
- Influence Coaching Step 2: The Coaching Conversation
- Influence Coaching Step 3: Create a Shared Plan
- Influence Coaching Step 4: Reinforce
- The Business Truth and MKSEC



Additional Intermediate & Advanced Workshops and materials are available.

Coaching Reference Guide

PRISM's Influence Selling, Account Management, and Coaching & Leadership programs are fully integrated to utilize the common language of Influence—simplifying the coaching process for your managers.

PRISM offers a comprehensive Coaching Reference Guide that trains your managers to effectively coach Influence skills.



For more information and complete brochures on these offerings, please call or view our website.

Influence Leadership in Account Management

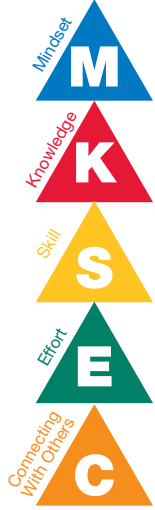
Your most effective account managers are different: they are highly skilled at influencing their internal and external customers, and using Influence together with negotiation.

PRISM Influence Leadership in Account Management™ is a series of 8 modules and workshops specifically designed to train your team to sharpen their ability to influence others.

Marketing and PRISM Influence Messaging™

PRISM conducts workshop sessions with your brand teams to develop and share ideas that leverage Influence techniques to change the mindset of your customers, sales organization, and internal partners.

PRISM offers a unique Messaging Playbook that helps you translate your core product messages into Influence Selling messaging that will help your sales representatives and account managers stimulate their customers to think and take action.



Corporate Program: The Power of Influence Without Authority™

PRISM offers 4 core programs for internal corporate employees to enable them to become more influential and successful with their peers, and others with whom they interact.

Core Workshops

- The Power of Influencing Others Without Authority: Introduction
- The Process of Influencing Others
- Influence and Connecting with Others
- Influence and Leveraging the Environment

Mentoring and Coaching for Leaders

PRISM offers 1 on 1 mentoring and coaching for new and experienced first-line, second-line, and Executive leaders.

PRISM Professional Mentoring for Established Leaders™: For leaders in their role 18 months or longer who seek mentoring and training on additional leadership techniques to enhance their skills and performance.

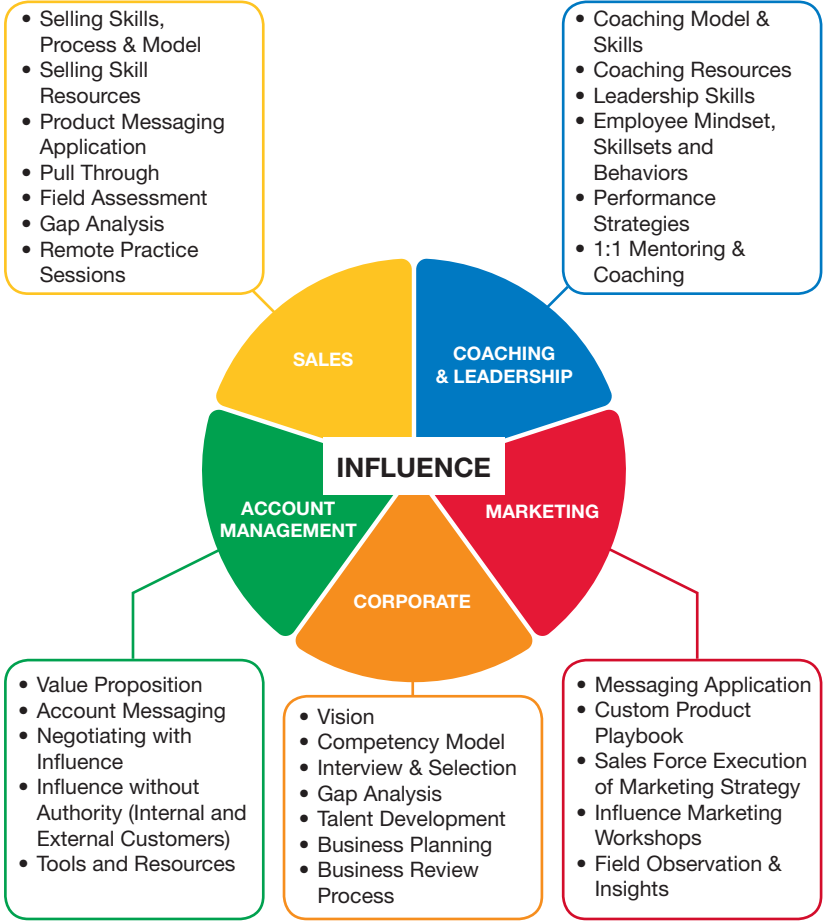
PRISM Professional Mentoring for New Leaders™: For leaders in their role for 18 months or less who can benefit from mentoring and training on essential leadership skills and techniques.

PRISM Professional Coaching™: For high potential and/or executive leaders with 2 or more levels of leadership responsibility who seek a sounding board and consulting advice with little or no mentoring.

Our single focus is to help your organization improve performance with sustainable results.

PRISM leverages the **Science of Influence and Principles of Success** to help your organization grow and reach its full potential.

PRISM offers a wealth of resources for Live and Distance Learning to help you accomplish your goals.



Why Wait?
Unlock the Potential of Your Organization Now



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