

Unlock the Spectrum of Opportunity™



---

**PRISM University™**

Curriculum Options to Improve  
Organization Performance

# Why Influence?



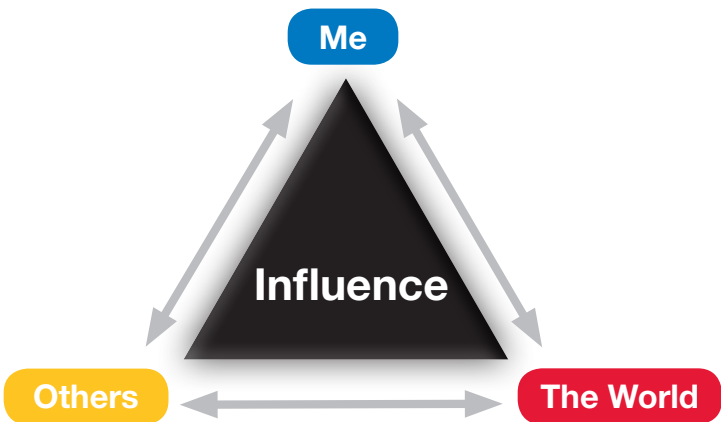
**Schema**  
**Emotion**  
**Logic**

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**

## What is PRISM University™?

PRISM Perform Consulting offers a wide variety of live and distance learning programs focused on sales, account management, marketing, and leadership. We call our library of offerings *PRISM University™*. PRISM University™ offers you quality, value, and flexibility based on your specific business needs.

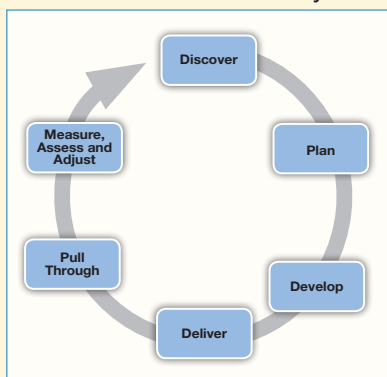
Each program is customized to your specific business challenges and opportunities, complete with pre-work, participant's guides, leader's guides (for manager train-the-trainer sessions), slides, and pull-through exercises. Professional moderation and key note speakers are available for all topics.

## Designing Your Program

Getting started is simple. Contact us to schedule a meeting. We will meet with you to understand your specific need and answer any questions that you have regarding PRISM, our process, and/or our content.

PRISM will then deliver a proposed plan with our recommendations, options and cost.

Once you are comfortable with the program design and content, we will develop a timeline with deliverables, and we will begin to develop your customized program.



## The Best Mix of Live Training and Distance Learning

At PRISM our live training is based on years of experience helping organizations become more competitive and successful. Live training consists of a wide array of live workshops designed for a small group to a large auditorium.

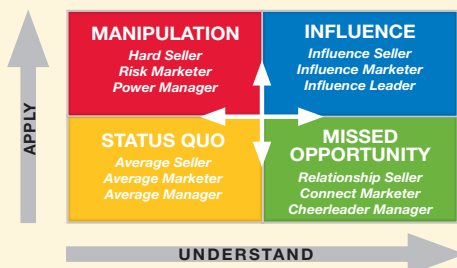


Pocket Reference Guides

PRISM also conducts remote training sessions using the latest video technology. We focus on engaging participants by utilizing small group breakout discussions, polling, pre-work and follow-up application exercises.

## Influence = Positive Change = Success

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

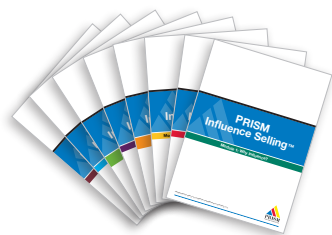


## Influence Selling

The PRISM Influence Selling™ curriculum consists of a comprehensive suite of modules, workshops and materials designed to develop your sales team's ability to leverage Influence principles and gain maximum results with customers. We offer 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

### Intermediate and Advanced Workshops

- Advanced Questioning Strategies I & II
- Listening Skills for Sales Representatives
- Building and Leveraging Influential Business Relationships
- Connecting with Others
- Influence Without Authority
- Goal Setting
- Critical Thinking, Judgment and Decision Making
- The Habit of MKSEC: Understanding the Business Truth
- Developing Strong Business Habits – Representative
- Mindset & Success
- Execution Excellence – Representative
- Utilizing and Leveraging Business Metrics
- Building an Effective Business Plan
- Leveraging Situational Influences

## Marketing & PRISM Influence Messaging™

PRISM conducts workshop sessions and offers resources for your brand teams to learn how to better leverage Influence and change the mindset of your customers, sales organization, and internal partners.

### Core Resources

- Product Playbook
- Sales Force Messaging
- Field Diagnostics

### Core Workshops

- Introduction to Influence Marketing
- The Human Brain: Logic, Emotion and Schema
- Positioning, Core Messages, and Introduction to Customer Messaging
- Vision and Goal Setting
- The Habit of MKSEC and Building Customer Trust
- Influence Without Authority
- Listening Skills for Marketers
- Mindset & Success

### Intermediate and Advanced Workshops

- Influence Marketing I – Trust and Engagement
- Influence Marketing II – Influence Messaging
- Influence Marketing III – Developing Commitment and Leveraging Environmental Influences
- Negotiation with Influence
- Critical Thinking, Judgment and Decision Making

## Influence Leadership in Account Management

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

### Core Modules and Workshops

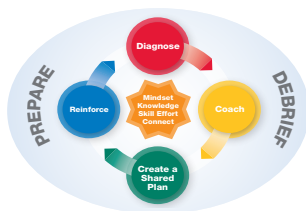
- Why Influence?
- The Mindset of an Influence Leader in Account Management
- The Process of Direct Versus Indirect Influence in Account Management
- Customer Engagement – The First Step in Influencing Your Customer
- Maximize the Company and Brand Value Proposition
- Negotiating and Gaining a Commitment
- Indirect Influence – How to Influence People to Influence Others
- Diagnosis and Planning
- MKSEC and the Influence Leader in Account Management

# Influence Coaching & Leadership

PRISM Influence Coaching & Leadership™ is a suite of modules, workshops and materials designed to develop your management team's 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



## Intermediate and Advanced Workshops

- Courageous Conversations
- Vision and Purpose
- Leading Through Change
- Influence Without Authority
- Developing Trust with Employees and Customers
- Listening Skills for Leaders
- Building & Leveraging Influential Business Relationships
- Connecting with Others
- Leadership Styles
- Skill Development & Habit Change
- Empowerment, Delegation & Autonomy
- Hands-On Leadership vs. Micromanagement
- Effective Performance Management
- Understanding & Leveraging Competencies
- Hiring the Right People
- Goal Setting
- Critical Thinking, Judgment & Decision Making
- The Habit of MKSEC: Understanding the Business Truth
- Developing Strong Business Habits – Manager
- Mindset & Success
- Execution Excellence – Manager
- Utilizing and Leveraging Business Metrics
- Building an Effective Business Plan

## Coaching Reference Guide

PRISM offers a fully integrated program that trains your leaders to coach Influence skills with their sales representatives or account managers.



## Mentoring and Coaching for Leaders

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

## 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

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

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**



**PRISM Perform Consulting**  
Phone: (855) PRISM PERFORM • (855) 774-7673  
[prismperform.com](http://prismperform.com) • [influenceothers.com](http://influenceothers.com)

Unlock the Spectrum of Opportunity™ is a trademark of PRISM Perform Consulting, LLC. All references to Influence Selling, Influence Coaching & Leadership, Influence Coaching, Influence Leadership in Account Management and Influence Messaging refer to PRISM Influence Selling™, PRISM Influence Coaching & Leadership™, PRISM Influence Coaching™, PRISM Influence Leadership in Account Management™ and PRISM Influence Messaging™, trademarks of PRISM Perform Consulting, LLC.

© 2016 PRISM Perform Consulting, LLC. All rights reserved.