

WHEN WE COME IN SECOND, WE PAY THE MOST TO LOSE - LET'S FINISH FIRST



DIFFERENTIATION IS YOUR GREATEST FORCE MULTIPLIER

*Let's Finish First!*

**#1 SALES & OPERATIONS  
PERFORMANCE ACCELERATION  
TRAINING**

**#2 AI ACCELERATION TOOLS  
AND COACHING**

**#3 SKILLS & BEHAVIORS  
ACCELERATION  
ASSESSMENTS**



A sample of those we've helped drive results



Tony van den Berge - Managing Director

"I collaborated with Michael on designing our worldwide account management methodology and the delivery of the associated training program. He was instrumental in delivering the outcome."



Karen Bowie Washington - Director of Supply Chain and Digital Transformation

"If you want a fresh perspective with someone who has managed teams and carried a bag, I highly recommend Michael Crain. His authentic realistic approach to implementing new strategies and tools were refreshing."



John Bryon "JB" McGinnis - Principle

"The lessons were tremendous, and Michael's delivery help us quickly internalize the sales science and implement it into our communication patterns with ease."



Husam Al-Lawati - Strategic Account Manager

"The lessons learned from his workshop will definitely help me further my skills not only in the workplace when I am face to face with a customer but also in my personal life."



William Carver - Vice President, Transportation, Distribution, Inventory Control and Logistics

"It provides you the framework to plug in your individual tribal knowledge to brand yourself as an expert in your field. They will elevate you to new levels."



D. Denise Dawsey - Global Solutions Manager

"I recently attended 2 of his sales training workshops and was impressed by how he delivered fresh, actionable insights—far removed from the usual recycled sales training courses."

FROM START TO FINISH, WE EXCEL TOGETHER.





For over 22 years, we've worked alongside leaders across industries and around the globe—training, coaching, and accelerating performance. And through it all, one truth has become clear: **We get good.**

We sharpen our skills—prospecting, questioning, presenting, closing, delivering. But despite our expertise, we're often seen as just another option. The result? **Commoditization. Price pressure. Slower growth.**

## Differentiation is your greatest force multiplier

Your team at **PREDICTIVE WINS**, works with your Sales Drivers to build greater differentiation—through real-world training, practical insights, and AI-powered performance tools that help us stand out.

From the first call to the final close—and through every customer interaction—we help drive momentum and make sure our value shines through.

But we also know **differentiation isn't just a sales strategy**. It's a mindset—and a **culture**.

Everyone who touches the customer plays a role in reinforcing what makes us distinct. So, we don't just teach it—we help embed it into how we work, lead, and win.

Because we're not here to simply compete. **We're here to finish in first.**



**EMPOWERING PEOPLE. ELEVATING PERFORMANCE. EXCELLING TOGETHER.**

**In Racing and Sales, Grit Matters—But Only One Pays for Second Place.**

While auto and sales racing share essential traits—focus, action, teamwork, and grit—there's one critical difference:  
**We don't get paid for second place.**

That's why your team at **Predictive Wins** is powered by tenured Performance Drivers with decades of in-the-trenches experience in sales, leadership, and strategic growth. We've worked shoulder-to-shoulder with professionals across industries, markets, and verticals—giving us deep insight into what it takes not just to compete, but to win consistently.

**Our mission is simple but powerful: help your team not just show up in the marketplace—  
but stand out, step ahead, and dominate.**

We don't believe in one-size-fits-all solutions. We coach, collaborate, and equip your organization with practical strategies, proven tools, and high-impact skillsets that translate into real results. Our approach is built to:

1. Increase the **volume and velocity** of your pipeline
2. Turn **second-place finishes into firsts**
3. Elevate **customer engagement and advocacy**

**Together, we'll sharpen your competitive edge, accelerate your differentiation, and support your team drive greater results.**



## P.R.E.D.I.C.T. SALES TRAINING

### Sales Drivers Don't Want Another Workshop. They Want a Competitive Edge.

**P.R.E.D.I.C.T. Wins** Sales Training is built around one goal: helping your team win more—and win faster. Instead of repurposed presentations and redundant theory, we deliver collaborative sessions that sharpen strategy, build confidence, and accelerate performance where it counts—on the front lines.

Whether you choose the full program or select short sprint modules, each training is crafted to boost **win-rate velocity** and deepen **customer advocacy** across seven high-impact focus areas (**P.R.E.D.I.C.T.**):

- **PLANNING** – Build a personalized *S.M.A.R.T. Sales Success Strategy™* to drive next-level results
- **RESEARCHING** – Master proven methods for pre-engagement research that informs and differentiates
- **ENGAGING** – Strengthen demand generation, build trust faster, and stand out from the competition
- **DISCOVERING** – Sharpen discovery skills and bond at a deeper level
- **INTERSECTING** – Navigate objections with even greater finesse and negotiate alignment, not just agreement
- **COMMUNICATING** – Deliver clear, compelling value propositions that resonate and convert
- **TRANSITIONING** – Move up one-off wins to driving up strategic growth through *Mutual Account Planning* and cross-selling frameworks

### Sales Drivers Don't Want More Slides – They Want Relevant Support to Accelerate Success.

That's why **P.R.E.D.I.C.T. Wins** cuts through the noise. We skip the Death by PowerPoint™ and get straight to what drives performance: clarity, confidence, and a competitive edge. Your collaborative, high-immersion training is built for Sales Drivers—equipping your team to lead, close, and grow—**predictably**.

### *In the words of a fellow Sales Driver:*

*"Sales trainings are difficult for a variety of reasons. Generally, sales-people do anything to get out of them. In early December, Michael and his team delivered sales training. The lessons were tremendous, and the delivery help us quickly internalize the sales science and implement it into our communication patterns with ease. The material is immediately internalized because of the way in which Michael delivers the content."*

**- John Byron "JB" McGinnis, Principle @ Deloitte**



## EXECUTIVE | SALES | OPERATIONAL | PERFORMANCE COACHING

Every leader—from executive to frontline manager—faces the daily challenge of leading effective meetings, aligning the organization, ensuring data accuracy, and driving growth across revenue, productivity, and client experience.

**PREDICTIVE WINS** Performance Coaching is more than professional development—it's transformational. We help leaders shift from managing tasks to inspiring outcomes, creating a culture of clarity, momentum, and meaningful accountability.

Your program accelerates success by delivering:

- Proven structures for impactful 1:1s and team meetings
- A ready-to-use coaching toolkit with templates and performance tools
- Increased buy-in, accountability, and real-time CRM accuracy
- Elevated executive presence and influential presentation skills
- The evolution of professional gravitas and leadership clarity
- Techniques for coaching on-demand and managing tough conversations
- Strategies to capture and hold attention from open to close
- Personalized coaching from certified **PREDICTIVE WINS** Success Coaches

The result?

**Greater influence. Stronger teams. Faster outcomes. And a transformational shift in how leaders lead.**

**NOTE:** From live leadership events, virtual sessions, to one-on-one coaching, we tailor to the needs and desired outcomes. Contact us to calibrate on your personalized transformation objectives.

### ***In the words of a fellow Leader:***

*"Ted is an extremely gifted speaker, trainer & coach. His years of experience paired with his expertise in human behavior have given him a well of highly applicable knowledge during his training/coaching sessions.*

*He radically changed my approach to customer relations in business. I highly recommend any company or individual to utilize his services for training and coaching."*

**- Jordan Stoddard, Senior AI Solution Engineer, Superblocks**





## S.M.A.R.T. PRESENTATIONS TRAINING

### **“Life-Changing.”**

It may sound overzealous, but those are often the exact words we hear from professionals who complete our **S.M.A.R.T.** Presentations Training.

While it's frequently requested to elevate sales presentations, this program delivers powerful value for any professional committed to mastering the art of in-person and virtual communication.

What to Expect:

**STRUCTURE** – You'll walk away with a **S.M.A.R.T.** Presentations Toolbox to help you structure any presentation with clarity, conciseness, and compelling flow.

**STYLE** – Build the confidence to deliver with presence, polish, and poise—while increasing audience engagement, advocacy, and even applause.

**SUPPORTING VISUALS** – For those using PowerPoint™, you'll gain practical tips, best practices, and a few critical do's and don'ts (because let's be honest—we've all sat through those decks).

Whether you're presenting to clients, executives, teams, or boards, this training equips you to show up stronger, communicate smarter, and leave a lasting impact.

Your **S.M.A.R.T.** Presentations Training isn't just informative—it's transformative.

### ***In the words of a fellow presenter:***

*"I had the pleasure of completing training with Michael and felt compelled to recommend him and his company. I have attended many training classes and was impressed with the approach. It was current, relevant and insightful. His knowledge of the current market, modern tools and blend of solid fundamentals was spot on for the sales environment. I would highly recommend to all sales professionals who want to achieve excellence beyond their current pace."*

**- Brad Howe, Account Executive @ Salesforce**



## SYNERGISTIC NEGOTIATIONS

**PREDICTIVE WINS** Synergistic Negotiations go beyond simply closing deals—they're designed to reshape how we think about value creation and lasting partnerships. In a world where most negotiations default to short-term wins and tactical maneuvers, we take a different approach: we build synergy.

When negotiation becomes about more than winning—when it becomes about aligning goals, uncovering shared interests, and driving mutual success—we enter a state of interdependency. That's where real influence begins. And that's how long-term, trust-based relationships are built.

This training is a strategic blend of mindset, method, and mastery. You'll learn to:

- Use a proven Predictive Wins negotiation template to structure your approach with clarity and impact
- Elevate discovery conversations to uncover deeper motivations and relationship opportunities
- Lead both internal and external negotiation meetings with greater confidence and control
- Prevent objections before they arise and navigate resistance with skill
- Identify behavioral styles and adapt in real-time to build credibility and connection
- Shape and present value propositions that resonate and differentiate
- Recognize and counter common negotiation tactics while maintaining integrity and momentum

**NOTE:** The core of this experience is a progressive, custom role-play that mirrors your real-world dynamics. It's not just a learning exercise—it's a catalyst for breakthrough thinking, behavior, and results.

This isn't negotiation as usual. This is negotiation reimaged for leaders and sales professionals who don't just want to win—\*\*they want to transform the game.\*\*

### *In the words of a fellow negotiator:*

"I had the pleasure to attend a 2-day workshop focused on Negotiation led by Michael. His passion, energy & experience are incredible. The lessons learned from his workshop will definitely help me further my skills not only in the workplace when I am face to face with a customer but also in my personal life"

- **Husam Al-Lawati, Strategic Account Manager @ SAP**



## What Sets Predictive Wins Apart — According to Our Clients



### 1. You First. Always.

Our clients rely on us to tailor solutions that align with their unique goals—whether it's a full-scale transformation or targeted performance sprints. From sales and operations to AI tools, leadership, and talent development, our tenured team of performance drivers deliver measurable results across the globe.

### 2. Real-World, Not Role-Play.

**Every** member of your PW team brings field-tested, real-world experience. We live the challenges, solve the problems, and know what works in the trenches. That means faster design, lower costs, and greater relevancy and value.

### 3. Proof Is in the Performance.

Real impact. Real results. Go to [www.PredictiveWins.com](http://www.PredictiveWins.com) or click on your QR code to review what they say



#### Additional Trainings/Offerings:

- Behavioral Styles
- Business Development
- Business Strategies
- Communications and Listening Skills
- Customer Service
- Custom Courses
- Custom Keynote Presentations
- Dealing with Difficult Personalities
- Demand Generation
- Digital Marketing
- Diversity and Inclusion
- Executive and Leadership Coaching
- Goal Setting
- Go-To-Market Strategies
- Interview Skills
- Instructional Design
- Meeting and Training Facilitation
- Mutual Account Planning
- Negotiations
- PowerPoint™ Best Practices
- Personal Development Plans
- Proposal Writing
- QBR Presentations
- Quick Sales Reference Guides (Battle Cards)
- Sales Journey Mapping
- SEO
- Team Building
- Train the Trainer

Live and/or Virtual Engagements Available



**Empowering People. Elevating Performance. Excelling Together.**