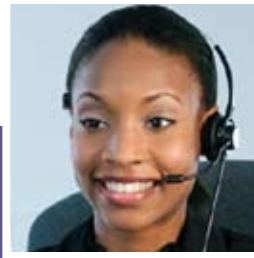


Unique Value & Services

Proudly Collaborating with Clients to Provide
Training and Consulting Services Since 1990



...for the face of your business.



What should a powerful,
cost-effective curriculum
include in your environment?

What should your
department's staff know
how to do brilliantly?

Could on-the-job training be
all you need if your coaches
had the right tasks and tools
to retrain and retain?

Do you need a few classroom,
web-based or self-paced
lessons with simulations and
role-play from your real world?

Caras Training Overview

We are a team of Trainers, Coaches, and Management Consultants who spend our time helping clients improve the quality and quantity of sales and customer care experiences. Since our inception in 1990, we have worked in departments in hundreds of industries where confidence and competence needed improvement.

Our training programs are highly customized to make the best possible use of participant's time. This guarantees that all levels of learners can demonstrate their use of the new skills and techniques during the learning experience and apply them to their daily work.



We help **all team members** in your environment:

For Inbound, Outbound and Retail Salespeople

We teach the conversation management and selling models that “natural, intuitive” salespeople use as the foundation for success. Our strategies create a connection between salesperson and buyer so that professional selling becomes easy.

For Service and Technical Staff

We offer lessons in “world class customer care”. Our techniques make for powerful relationships by telephone, on-line chat, in person, and email. Not best practices – exceptional practices.

For newly promoted Supervisors, Team Leaders and Managers

We offer step-by-step strategies for creating successful teams. Blending solid learning principles with proven content, we ensure Call Center Leaders understand and can execute their company's vision. And, that they use the tools that have been provided to set your company above the competition with every customer or prospect interaction.

Our **customized programs** can include:

Assessing of current skill levels, behaviors, beliefs and results

Recommending steps you can take to improve performance of all levels of staff

Correcting manipulative behaviors or techniques so customers and prospects hear caring, knowledgeable sales or service professionals

Explaining what your audience needs to hear and believe in order to create mutually satisfying relationships

Demonstrating the process of managing each type of call from opening to satisfaction

Rehearsing the highly effective behaviors that set your staff above your competitors every time

Reinforcing new skills with a variety of activities including coaching, self-paced learning modules, quizzes, contests and more

Advancing learners to a new level of success with each new lesson during a period of weeks, months or years

We use a **variety of delivery methods** to suit your environment and help you to meet your goals:

Interactive Instructor Led Workshops

Computer-Based Self-Paced Lessons

Web-Based Programs That May Be Viewed Again and Again

Train-the-Trainer Certifications



18 Problems We Solve for Clients

Are any of these on your plate this year?

If you see your department in one or more of these situations, we can help you, too.

- 1 Your training modules are dated. Lessons are no longer in sync with the job so too much of the training is left up to Team Leaders, Coaching Staff or Peer Mentors.
- 2 You have no real training at all for some of the skills needed on the job today so more than a few front line staffers exhibit “less-than-stellar” behaviors.
- 3 Product knowledge should be improved to increase sales results. Some staffers do not understand why the products or services have any value at all to your customers or prospects.
- 4 Current training is out of sync with your monitoring scorecard or tools and this disconnect wastes time and makes it difficult to calibrate.
- 5 New goals have been set and inspiration and motivation are needed to achieve them.
- 6 Attrition is high. People “flunk out” before you get payback on their hiring.
- 7 Training is too passive. You have no way to determine who really understands and can perform skills until after they are on the job.
- 8 Training takes too long and you suspect that fewer, more targeted lessons will save money and time while better preparing learners.
- 9 Some training modules have no follow-up. They seem “nice to know” but have never been incorporated into the department’s culture.
- 10 Competition is eating your lunch. Your staff needs to do better or the consequences will be devastating.
- 11 Front line staffers have been promoted to supervisory roles with no Leadership Skill Development Program in place to help them succeed. Some coaches are too mean. Some are too soft. Some do not coach at all.
- 12 Some team members demonstrate “model behavior” and you’d like to teach everyone to do what they do. But, no one in-house has the time or expertise (or both) to deliver the right training program right now.
- 13 You have some great self-paced training programs, some great texts, and some great instructor-led workshops but no real curriculum that organizes who should take which and when and why.
- 14 You would like some inbound staff to perform outbound calls but are unsure who are the best candidates and why. You need a plan to develop their outbound skills to be sure the campaign succeeds right away.
- 15 You have a new initiative that needs a concrete program to take it from “brilliant idea” to “successful department” before the end of the year or the quarter.
- 16 It has been so long since anyone has had the time to really stop, look and listen to the challenges your department faces that there is an overall sense that you are falling behind, but no one knows how to fix it.
- 17 If someone were to ask for a list of “competencies” that your staff should be able to demonstrate, by job description, you would not be able to provide it and you’re concerned that day is coming soon.
- 18 You feel people could do better with the right training and coaching but it’s difficult to cost justify a training initiative without concrete proof of what can be achieved and how it will save money or improve profits.





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Contact Us For:

CURRICULUM

What should a powerful, cost-effective curriculum include in your environment?

COMPETENCIES

What should your department's staff know how to do brilliantly?

COACHING TOOLKITS

Could on-the-job training be all you need if your coaches had the right tasks and tools to retrain and retain?

CUSTOMIZED WORKSHOPS

Do you need a few classroom, web-based or self-paced lessons with simulations and role-play from your real world?

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