

# Comprehensive Training Solution

*For companies who are serious to advance to the next level*



Dr. Allen Nazeri  
Consulting & Advisory Group

*The* JOHN MAXWELL **Team**

# What is 360 Solution ?

The 360 solution is a signature quality training that is designed for those companies that want to move their entire company forward to the next level and not just one department at a time. A 360 solution is the ultimate training program for transformation of a company and its culture to a highly productive, customer focused and employee empowered organization. There are four core areas that will be the focus of 360 solution.

## CORE I Leadership



Leadership is not about a title or a position. True leadership cannot be assigned, awarded or appointed. Leadership is about influence and for employees to become motivated and to carry out the company's vision, they need to be influenced by their leaders and not managed. This is the area where most companies fail to recognize. Companies recruit managers that are good at maintaining systems and processes. Once hired, companies develop their talents and skills by investing in their education and providing them both in-house and outside training . They award them impressive titles without realizing that people who look up to these titled leaders will only follow them temporarily unless they are influenced by them.

The 360 solution will focus on developing leadership skills throughout the organization and teaching those leaders how to use influence and not authority or force to motivate their team members. They will study, learn the foundational laws of leadership through an intensive and in-depth study and masterminding. They also will learn to become an indispensable leader themselves, they need to help to grow other leaders in their companies. This is where a company can start growing exponentially.



# CORE III

## TEAM BUILDING



Building & Maintaining a successful team is no simple task. Even, those companies that have taken their teams to the highest level of efficiency and productivity cannot easily recreate those teams. What are the necessary ingredients that makes up a great and sustainable team?

The 360 solution gets into the depth of this subject and will review the necessary principals to build strong and productive teams that each team member is accountable to their teammates. They will learn how effective teams, approach various problems that can come up during the course of work and how they weather unwanted storms and daily challenges.

The programs also focuses on communication skills that will remove the barriers of connecting with each other as well as questioning skills that can promote encouragement and empowerment among team members.

# CORE IV

## SALES & MARKETING



Sales is at the core of any organization and without sales, a company and its people cannot survive. On the other hand, marketing is what makes the sales happen as it introduces the products and services of a company to the customers. The marketing that is focused only on external activities such as print, television & radio, social media are a great way to let customers know about your services. However, it is the internal marketing efforts that convinces a customer to consider your company and buy from you instead of your competitor. Furthermore, the internal marketing when carried out properly builds value for your products and services and brand loyalty and the price becomes secondary.

The 360 solution will train your team on the science of sales and each cycle that needs to be carried out flawlessly for customers to pull their credit cards out or a write a check to pay you. The employees will learn how their personal image of themselves can become a barrier to the sales process and how their personal or outside image can affect the outcome of customers saying “YES” to them.

## PROGRAM STRUCTURE

- The 360 Solution consists of combination of live seminars, group coaching, mastermind groups as well as tele-seminars. The programs are tailored specifically to each company's need after a comprehensive assessment and evaluation by our team. A full commitment of leadership executive team and participation is required.
- The program duration is 12-24 months depending on the size of the organization.
- The live seminars and the coaching programs shall take place at the company's assigned site.
- Core II Customer Service training shall have at least 2 sessions conducted at a 5 star hotel or resort for the benefits of the employees to experience the teachings first hand.



**THIS IS A CERTIFICATE PROGRAM**

