

# Train the Trainer

Presented by: The Positive Coach Approach  
Judy McKee and Sally Cordova

October 18-19-20  
2010  
8:30 to 5 Daily  
Three days for  
\$1,695.00



Hilton Garden Inn  
Rancho Bernardo, California  
858-676-1660

Register Today:  
Call: 760-738-8200

Limited to  
A Maximum of 10  
Participants

All Participants will receive a CD with Training Manual, Slides and Workbooks to use to conduct their own training programs. This program is both engaging and interactive, with Role Playing and front-of-the-room skills required.

*Due to the personalization involved and the fact that this course is both informational and experiential, participants must attend all three days.*

**THE POSITIVE  
COACH  
APPROACH**



**MCKEE CONSULTING LLC**  
1404 West Country Club Lane  
Escondido, CA 92026  
Phone: 760 - 738 - 8200  
Email: [INFO@TYCCPRO.com](mailto:INFO@TYCCPRO.com)

# Train the Trainer

## Program Overview

Train the Trainer program is for Call Center trainers and professional consultants/trainers who are committed to providing first class, highly motivating, inspiring, and results producing courses.

Train the Trainer is a 3 DAY Basic Training (Boot Camp Type) program on Sales and Customer Service for Contact Centers all over the world. The purpose is to Train Your Trainers in “How to teach and train call center representatives to”:

- ▶ Bring Out their Own Personal Talent and Skills
- ▶ Be Self Disciplined For Successful Results
- ▶ Build Relationships With Customers Or Clients
- ▶ Use the LAMA Technique for Communication

This course will cover Training VS. Teaching, the L-A-M-A© Technique for Communication and Conversations

How to teach Reps what to say and How to say it in four areas:

- Sales
- Retention

- Customer Service
- Collection

# Train the Trainer

## Day One 8:30 to 5 Attitude and Intention

- ▶ The Background Of Call Center Training – Judy McKee
- ▶ Purpose Of The Train The Trainer Course
- ▶ Objectives Of The Train The Trainer Course
- ▶ Participant’s Personal Objectives Discussed
- ▶ The Power Of Intention
  - Selling By Phone
  - Goal Setting
- ▶ Behavioral Profile Overview
  - How To Train 4 Major Behavioral Styles
- ▶ The L-A-M-A-© Technique
- ▶ How To Use The Training Manual
- ▶ How To Customize The Course
- ▶ How To Use The Slides
- ▶ How To Use Workbooks
- ▶ How To Apply The Training Principles To
  - Sales – Customer Service – Retention – Collection

### Materials Included:

Complete Phonedamental Training Manual	\$1,500
Workbook and Slides	
DISC Tips on Video (64 short videos)	\$395
TOTAL Value	<u>\$1,895</u>

# Train the Trainer

## Day Two 8:30 to 5

### Applying the Principles of Intention, Relationship, Self Discipline and Skills

- ▶ How to Use Intention for
  - Sales – Customer Service
  - Retention – Collection
- ▶ How to Teach Attitude and Motivation
- ▶ Using the L-A-M-A© for Opening, Determining the Needs, Closing, Handling Objections and Wrap Up
- ▶ Using the L-A-M-A © for Upset Customers, Save and Retention
- ▶ Role Playing: The Piano Teacher Training Method
- ▶ Skills Practice for all Trainers
  - Front of the Room Skills
  - Tips and Audience Handling
  - L-A-M-A © the Participants Demonstrate.

#### Materials Included:

Sales Video 64 Tips	\$395
Brilliant on the Basics of Sales CD	\$395
<b>TOTAL Value</b>	<b><u>\$790</u></b>

# Train the Trainer

## Day Three

### Role Play Day – 8:30 to 3 PM

- ▶ All Participants will demonstrate the Lessons Learned including all phases to Sales, Customer Service, Retention and Collection.
- ▶ Each Participant will demonstrate their understanding of the foundation of the training.
- ▶ Each Participant will Train the group on some phase of the course. (They will choose their own.)
- ▶ Each Participant will show how they will use the Safe Environment for Role-Playing
- ▶ Each and Every participant will set their own goal for use of the techniques and substance of the Train the Trainer course in their respective call centers and companies.
- ▶ Each person will set personal goals for the next year:
  - Results, Desires, Expectations.
- ▶ There will be a short Quiz and Motivational Close
- ▶ Celebration of New Trainers and Certificates Awarded

Materials Included: Affirmations CD by Judy McKee	\$40.00
E-Book “The Sales Survival Guide” on CD	\$80.00
Behavioral Profile Report	\$125.00
TOTAL Value	<u>\$245.00</u>

All Consultants and Trainers: You’ll find this is much more than a Train-The-Trainer Course. It’s your path to authentic transformation as a trainer. It’s a career maker. Be Here!

# Train the Trainer



## Instructor: Judy McKee Master Trainer for 25 years

**Judy McKee is a nationally known motivational speaker, seminar leader, sales trainer and author. Her personal philosophy of motivation through education and commitment shines clearly throughout her presentations.**

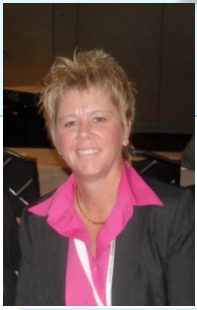
**Judy McKee is a pioneer in the telemarketing industry.** She began her career as a telephone sales representative and knows the business thoroughly. Through trial and error, she has learned what works and what doesn't work. With her roots in real estate sales, management and training, Judy branched out into motivational speaking and training for salespeople in many different business fields, and has been continually involved in this effort for the past 25 years. Her expertise in the art of telephone sales has put her in demand by corporations and small businesses nationwide.

**Judy communicates a totally positive approach to selling and solving sales problems.** She strongly believes that effective communication is the most important ingredient to the sales success for any individual. Judy trains people to develop and perfect communication skills and delivers this information in an entertaining, optimistic way which has won her a place in the National Speakers Association and the Who's Who of National Speaking. Her expertise in the art of telephone sales has put her in demand by corporations and small businesses nationwide.

Her client list includes such notables as IBM, American Express, Blue Cross/Blue Shield, Century 21, Pacific Telesis, Discover Card, US Bank, Sprint, SouthWestern Bell, Pacific Bell, Bell Canada, Time-Warner, Capital One, Pitney Bowes, Walt Disney World, E-Harmony, Harris Publishing, MetLife, AARP, Consortia, Inc and numerous small and medium-size businesses.

Judy's goal is to make sales a more honorable, respected profession and to stamp out the telemarketing industry's poor image. Her training seminars groom tele-professionals to be absolutely great at what they do, because she works the human side of the sales interaction equation. She is the ultimate Call Center Trainer.

Ms. McKee is the author of **☒The Sales Survival Guide☒**, a handbook for daily motivation and activity planning; **☒Scriptwriting for Effective Telemarketing☒**; and her most recent publication **☒Maximizing Customer Contact - How To Turn Customer Service Representatives Into Sales Achievers☒**. In 2005, Judy in collaboration with Sally Cordova will complete a book of **"The Positive Coach Approach"** Judy works with her partner and New Coach Trainer, Sally Cordova in their business, McKee Motivation, located in Escondido, California.



# Train the Trainer

## Instructor: Sally Cordova

**Sally Cordova a seminar leader, coach trainer and author. Her personal philosophy of education and commitment through positive expression comes clearly throughout her Coaching Training Programs.**

**Sally Cordova is a veteran at Customer Service. Sally comes to McKee Consulting, LLC after being in the retail food industry for 25 years.** She worked her way through university and received her degree in Business Administration, Accounting at California State University, Northridge. She knows the importance of serving the customers and keeping them coming back. Through her education with various leadership and managerial training programs she was able to learn through trial and error, what works and what doesn't work. With her roots in the food industry she soon learned the value of management with a positive attitude. She has been continually involved in this effort for the past 25 years. Her expertise in coaching others comes from her management background and her continued learning process. Sally has been a consultant and trainer with McKee Motivation since 2003. Sally is now a partner in the newly formed McKee Consulting, LLC. She is in demand by corporations and small businesses nationwide.

**Sally communicates a totally positive approach to coaching and solving coaching issues.** She strongly believes that effective communication is the most important ingredient to the success of every call center coach. Sally trains people to develop and perfect communication skills and delivers this information in an optimistic way. She has been with McKee Motivation since 2003 and has brought with her 25 years of excellent coaching experience.

Her client list includes such notables as E-Harmony, SMUD, the Sacramento Municipal Utility Districts, Glidewell Dental Labs International, American Express, GMAC, Airgas Safety, King Menus, Modern PostCard, MetLife, DuPont, Sylmark, Nautilus, Weiss Research and HCPro Publishers.

Sally's goal is to carry on the strong tradition that McKee Motivation has been teaching for the past 25 years and make coaching in the call center the focus of her training programs. She wishes to motivate and inspire coaches to make this process of coaching a highly enjoyable job, a very positive experience for the agents and to give up all ways and means of negative monitoring and coaching. Sally feels that the most important person in the call center is the coach. The coach is the one person who can teach, support, role-play situations daily and develop the skills of the agents in their employ. Her coaching training programs groom front line managers, trainers, coaches and supervisors to be absolutely effective at what they do. She works the human side of the coaching interaction equation.

# Action: Train The Trainer Registration October 18-20, 2010

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone # \_\_\_\_\_ Cell # \_\_\_\_\_

E-Mail \_\_\_\_\_

Please indicate Method of Payment – all three Days: \$1,695.00

Invoice                       Check                       Pay Pal (visa – MC)

Card # \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Registration  
Cancellation Deadline  
is October 1, 2010**

If a cancellation is received after this date, Participants may enroll in another scheduled class. They will not be eligible for a refund.

**Special Hotel room  
rates are available.  
Call Jessica Jones  
858—676-1660  
Tell her it's for the  
T3 program in  
October.**

**Hilton Garden Inn, Rancho Bernardo, CA**

If for any reason, the participant does not feel that he/she received full value from this course, the money will be cheerfully refunded. Our business has been built on satisfied clients for 30 years.

# Train the Trainer can come to your location.



McKee Consulting LLC  
Train the Trainer  
Sales, Customer Service, or Collection

Train the Coach in:  
The Positive Coach Approach  
760-738-8200