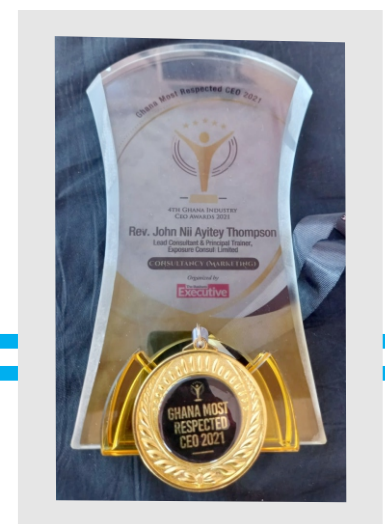




**HIGH-PERFORMANCE TRAINING CONSULTING PROFILE**

Sales/Marketing Performance Training Plus  
Coaching Account (External Facilitation)



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# PARTNERING FORWARD INTO THE FUTURE

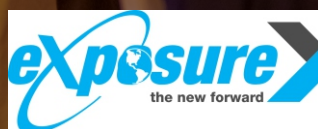


4<sup>th</sup> Ghana Industry CEO Awards-  
Most Respected CEO 2021  
**REV. JOHN NII AYITEY THOMPSON**  
CEO/Lead Consultant & Principal Trainer  
Exposure Consult Limited  
(Consultancy - Marketing Category)

**“together we did this  
and brought it home.”**



thank you for your dedicated partnership



welcome to the new forward.





# performance

## Foreword

Performance training is a critical ingredient today in the world of business and its absence or inadequacy spells doom for the whole vision apparatus. Sales and Marketing Performance training is one critical area that cannot be ignored or trifled with, since these two rings are the heartbeat and oxygen of every business.

Over the years, we identified pervasive training gaps of non-performance, lack of depth, ignorance, absence of best practices, talk-shops, amongst others during our consulting engagements and interactions with clients. To this end, we resolved to make Sales and Marketing Performance training a strategic tangent and fulcrum where we stand to give our target market and clientele immense and continuous value for their teams, businesses and investments.

In our bid to raise the bar, we have invested heavily in our Sales and Marketing performance consul with rigorous training, tools, skills and content that ensures that we are able to get our clients' team to develop, train and perform through practical, holistic and continuous professional development (CPD).

**We hope our alliance will yield the greatest value for our mutual brands.**



**Rev. John Thompson**  
CEO/Lead Consultant &  
Principal Trainer



**Laretta Thompson (Mrs.)**  
Director - Sales & Administration



# welcome to EXPOSURE the new forward

Meet our value-giving consulting brands



exposure  
Business  
Events



Below are some clientele  
we have worked for



## Executive Summary

The business landscape has dramatically changed. Consistent Performance is now the basis for investing in human capital and in the operations of any business endeavor. In the presence of stiff competition, product and service homogeneity and customer sophistication, non-performance can be very costly and dangerous. Sales as both a catalyst and live-wire of every business critical since it is the matrix for revenue generation. If this matrix and engine for growth and development gets affected, then the future of every business with respect to profitability and survival becomes a subject for concern. In the light of this, the culture of performance must permeate every aspect of the operational apparatus. By this culture, your human capital will be well equipped to give off their best at performing on their roles, impacting the overall outlook of the business.

However this critical assignment cannot be left in the hands of the uninitiated and inexperienced. Theoretical concepts, copied slides and talk shops will not do either. Performance training must be trusted in the hands of well exposed and competent professionals who understand their job and have the content, the skill and the passion to deliver a performance oriented staff. This is what brand EXPOSURE exists for, to ensure that your staff are empowered to perform. Our programs and executions are imbued with a Sales & Marketing focus to ensure that the concept of sales engineering, "with all staff selling all" works for you too. Our training executions are infused with the needed applications and cutting edge insights coupled with the industrial best practices that drives the message home. Sales is the heartbeat of every business and every training module must ultimately ensure that there is growth in Sales. A high performing staff is the key to survival in today's competitive business market place and to achieve this, the decision considerations of your training provider must be inclined to be "definitely EXPOSURE".

This is what we ensure, that you maximise your training budget and investment giving your staff the needed motivation to create that winning culture and partnership that will sustain the business. Branding is the promises you make and keep and performance training is our brand. We ensure you get it right the first time and always. Don't settle for good. Go for great. Sign us up today and let's stand with your brand to win the day.

## Introduction

Welcome to EXPOSURE Performance Training Center/Programs (EPTC/P). This is our laboratory where we engage your staff to train, develop and perform. We are highly devoted to our vision of bringing real market experiences, global best practices, insights & perspectives and practical applications to our performance training conversations. To this end, we carefully engage your staff through our well thought-out and well developed training modules that will eke out the expected value and return on the investment (ROI) for training your staff. For all the value you will gain and more, kindly explore this ready-for-execution proposal tailor-made for your business. We are poised to engage your staff on-site at your facility or at any of our regular designated training hubs in the capital.



# 7 Compelling Reasons to Choose EXPOSURE

- 1 Get it right the first time** - we offer quality, guaranteed performance and value for money executions by ensuring that your team get it right the first time always.
- 2 15+ years of invaluable experience** - we have over the years gleaned rich insights from working for clients with different sizes (MNCs, LLCs, SMBs, PLCs, NGOs) in varied industries and sectors (FMCG, Retail, Real Estate, Insurance, Energy, Banking & Finance, etc.)
- 3 Rich and well researched and developed content** - we have a plethora of Sales & Marketing Performance Training modules that will get your team to perform.
- 4 Performance orientation & practical approach in delivery** - very practical approach to training and full of applications and insights based on our market, culture and terrain
- 5 High-value training and Internationally Certified** - our Lead Consultant and Principal Trainer is UK (Nottingham) "train the trainer" trained and certified plus rich professional consulting experience.
- 6 Business value and Relevance** - we carefully design our training sessions to be fit for purpose plus a business relevance approach for our clients' investments.
- 7 Versatile, Engaging, Globally exposed** - we come from a MNC background and have trained staff of several multinationals plus we have international exposure into other global markets in Europe and Asia.

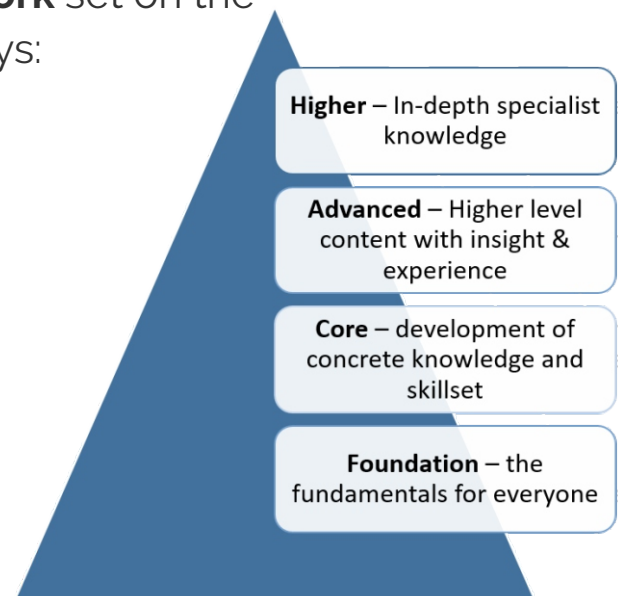


# Our Approach, Module Content Matrix and Executional Style

As a performance oriented business, we aspire to lead the market and be the pacesetter in Sales & Marketing Performance Training. To this end, we have well prepared content plus hybrid modules that is relevant, fit-for-purpose and applicable to different business and enterprise cases and scenarios. Our Performance Training Modules, topical focus and specializations areas include:



In our bid to give value and relevant service to our clients, our training is hinged on a **very practical and applied execution style and framework** set on the following building blocks and pathways:





## Request for the Opportunity to Manage Client's Training Account

We request the opportunity to manage client's team with our skills, tools and expertise in the following:

### · **Training and Sales Coaching Sessions**

This is a special blend of training and coaching sessions that will involve the meeting of designated team (s) based on an agreed tenure and frequency (2x:3x:4x per year depending on the level and experience of the sales team) to ensure consistent Sales Performance and Sales force effectiveness. From our invaluable consulting experience and insights generated over time, we have observed that the presence of an external sales coach is instrumental and has tremendous impact on the Sales Performance of teams. with respect to the timely addressing of identified challenges from the field. This process also ensures a sustained motivation and enthusiasm which galvanizes teams to keep persevering until set objectives have been achieved. These sessions further provides the team(s) with a hands-on approach at handling field challenges through a trouble-shooting process to diagnose teething problems and proffer timely solutions and recommendations on-the-go.

### · **Specific Sales Performance Training Module Executions For Teams**

We also propose Sales and Marketing performance training and business leadership sessions for your team. We have relevant, practical and applied content and modules that will impact different members at different rungs of your organization with respect to your generating demand apparatus for any and every business/industry Sales & Marketing.

- **Strategic Selling - The New winning Formula**
- **Fusion Blend - Branding +Sales+Mktg +Business Leadership**
- **Emotional Intelligence & Sales Performance** (switch from IQ-EQ)
- **Client Account Mgt & Effective Report writing for Sales people**
- **Frontline Leadership as a Super profit centre**
- **Effective Management & business Leadership masterclass**
- **Corporate Readiness & Service quality** (Grooming & Etiquettes)
- **Other module content from our training Rack**

## Benefits / Impact of External Training & Coaching

- **Build Strong and High Performance Teams**

With Performance as the burgeoning currency, external sales coaching and training ensures renewed motivation, timely addressing of field issues and critical positioning of techniques for effective and measurable sales execution.

- **Attract, Recruit and Retain Best Talent**

With the difference in work culture among different employee generations, resorting to external trainers and experts help with the bridging of the identified gaps and also in addressing the increase demand to attract and retain best workers.

- **Good Return on Training Investment (ROTI)**

Performance training is an investment that is imbued to enable employees to do more. With external training presence, businesses stand the advantage of boosting their revenue generation at Sales, Marketing and customer service. This ensures repeat purchase, maintained relationships and a good return for the business.

- **Cost-Saving Alternative**

Global estimates suggest that on-boarding can cost about a third of an employee's entire salary, aside the fact that it is expensive and time-consuming. Eliminates avoidable costs with on-boarding of new staff, saves valuable time and business resources. It also help with reinforcement for the successful achievement of sales target and other critical performance indicators for the business.

- **Increased Motivation Staff Retention**

Raising of Employees morale through excitement, new perspectives and fresh ideas that breaks the entrenched focus and boredom with internal training.

## Exposure Corporate Consulting & Business Events

- **TRAINING MODULES DEVELOPMENT** - we develop specific training modules and programs for companies and clients on contract basis.
- **BESPOKE PERFORMANCE TRAINING** - we also undertake in-company on-site bespoke training based on clients' specification and expectation coupled with our training needs assessment.
- **PERFORMANCE APPRAISAL** - we also undertake performance appraisal projects and service quality assignments for brand performance.
- **CORPORATE / BUSINESS EVENTS** - we also actively host a variety of strategic business events that offer your business and brand the opportunity to leverage your investment through strategic branding and sponsorships. Following are the list of our annual planned business events that your business can take advantage of through sponsorships and collaborative partnerships:



## EXPOSURE Corporate Consulting & Business Events Cont'd

- **\*Tuition-Free Service Quality Summit**

Addressing the plaguing issues of Customer service and service quality during the service delivery process. (only mandatory registration from delegates)

- **\*Annual Premium Tuition-Free Sales & Marketing Performance Training**

High value content training in Sales & Marketing with group assignments, role plays, real time demonstrations, global best practices and practical insights (only mandatory registration from delegates).

### **Fusion Summit - Schools & Businesses of the Future**

A Strategic Session-blend Of Branding, Sales & Marketing and Management Principles driven on solid and effective Leadership Best Practices

- **Other Planned Strategic Business Leadership Conferences and Fora**

All executed by EXPOSURE BUSINESS EVENTS (EXPOSURE BE)

- **Pricing Packages (training budget)**

Our pricing framework is dependent on client's objectives and expectations, module content and package, depth of application needed, level of workforce, team size and participating numbers and training tenure (retainers). All our training comes in most cases with pre-evaluation, training assessments, post-evaluation assessments, training certificates, real time execution and direct application to industry. Based on the above details we are team-ready to discuss, negotiate and firm-up training price/budget allocated for client's specific training projects.

- **Conclusion**

In the spirit of flawless execution, we are poised, business and team-ready to engage in performance training for our client that will ensure valuable return on investment through sterling performance and measurable outcomes. Together let's partner forward; together, let's win in the new forward.



# Some pictures during Performance training execution sessions





## EXPOSURE IN THE NEWS (Training, Articles & More)



### CONTACT DETAILS

All communication and correspondence should be forwarded to the following address details and we will swiftly respond to you:

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