



**EXPOSURE HIGH IMPACT COACHING TRAINING**

# **2025 TOP HOT PICKS FOR TEAM EFFECTIVENESS AND REVENUE PERFORMANCE**

[www.exposuremktconsultants.com](http://www.exposuremktconsultants.com)

# 2025 buzzing for Effectiveness and Revenue Performance

**OFFERING ALL YEAR  
ROUND EFFECTIVENESS**

# Content Highlights



- What does EXPOSURE Represent?
- Introduction, "DEFINITELY EXPOSURE". The New value in the new forward
- Customized solutions for our customers
- Brands enjoying the impact of our value
- Client Glowing Testimonials
- 2025 Hot picks Modules for teams, managers, and top-level executives
- The New 4Q Value (All year round CPI)
- Valuable Rewards in more ways than one (premium benefits)
- Some pictures from our executions



100 Most Influential People Awards - 2023  
Rev. John N.A Thompson – CEO, EXPOSURE CONSULT LIMITED



4<sup>th</sup> Ghana Industry - Ghana's Most Respected CEO Awards 2021– Rev. John N.A Thompson (CEO-Lead Consultant & Principal Trainer, EXPOSURE Consult Limited). Consultancy Marketing Category.



# Introduction

We are in the trust business and ensure that you thrive, survive and grow through value-for-value relationships

In the new normal, the rapid changing and digitalization of economies coupled with the dire global economic situations warrants that **businesses build strong resilience and adaptation grounded on Sales and marketing execution effectiveness, constant meeting of targets, planned outputs, and consistent performance at revenue generation and generating demand.** This new boon also demands the urgent decision of constant sharpening and coaching of teams i.e. Generating Demand teams (Sales, Marketing (+Digital), Customer Service, Frontline Staff, Administrative team, and others to ensure that they are delivering on calibrated outputs that will ensure rapid revenue and profit recovery, growth and survival.



# “Definitely **EXPOSURE**”

## THE NEW VALUE CONSULTING

15+ Years of solid, unrivaled, trusted, and versatile experience that drives our value-laden vision and objectives for serving our clients.

A prima and multiple award-winning brand with the passion, resilience, and expertise of consulting for diverse industries staying ahead of the competition with innovative and relevant solutions.

Professional, creative, and Intelligent solutions that drive up value for clients' objectives with measurable results and sterling performance.



Value and progress driven culture plus value-laden relevant modern solutions for businesses.



International training experience and business exposure plus consulting engagements for serious global brands, multinationals, varied industries, and well-exposed B2B/B2C engagements



Very Experienced at handling varied business models, business plans, and Channel Category Sales Development executions from Open Market and traditional Retail to Modern Trade.



Quality versatile experience in training new entrants, corporate professionals, and managers to C-Suite executives in diverse industries, sectors, and channels.(FMCG, Retail, Insurance, Real estate, Hospitality, Banking & Finance, etc.

# The New Value! EXPOSURE, your relevant and valuable catalyst



**We are a prima and an award-winning integrated marketing communications and Performance Training Consultants.**

Over the past 15 years, our valuable consulting brands (BRAND-X, WORDSMITH, MARKETING PLUS, BUSINESS EVENTS, EASMEC, HICT) have held great offers for all prospects and existing clients in need of astute and leading consultants and professionals with invaluable expertise to work with serious projects.



We have supported several Multinational Companies, Entrepreneurs, and businesses in Ghana and elsewhere to achieve their set objectives concerning revenue generation, performance training, Marketing campaigns, and branding projects. Our clients have their Salesforce both large and small achieved their targets with sterling performance at Sales through our ingenious practical strategic Sales performance training modules and executions.

We attend to all our consulting projects and service executions with an attitude of excellence, and thoroughness, exceeding client expectations, and ensuring that we get it right the first time always.

**Our repeatable ability is our value for all our clients in the New Normal.**

# Customized solutions for our customers



## BUSINESS PERFORMANCE AND GROWTH SOLUTIONS

Strategy Development  
Growth-Led Solutions  
Effective Leadership  
Effective Executive  
Business Advisory



## WORDSMITH SOLUTIONS

Business Plans  
Business Proposals  
Company Profiles  
Content Creation  
CV/Personal Statements



## HIGH IMPACT COACHING TRAINING

Sales Performance  
Marketing Impact  
Customer Service  
Executive /Team Effectiveness

## BRANDING AND MARKETING SOLUTIONS

Creative Design and Digital Communications  
Brand Campaigns  
Product Launches  
Marketing Strategy and Account Management





# Some brands enjoying the impact of our value

more clients on our informative website:

[www.exposuremktconsultants.com](http://www.exposuremktconsultants.com)

- Enterprise Life Insurance
- Acacia Health Insurance
- Hollard Insurance
- ALLIANZ Insurance



- AGRI-Cattle Lakeside Estates
- Elegant Homes
- Earl Beam Realty
- PERMAFIX
- Ghana Code Club



- Passion Air
- NETIS Ghana Ltd
- Voltic
- PICCADILLY
- Provident Insurance



- Fiesta Residences
- Fiesta Royale Hotel
- Transnational Insurance Brokers
- ARB Insurance Brokers
- Urban Taste<sup>8</sup>

# HIGH IMPACT COACHING TRAINING

## Glowing testimonials

### In-company Training And Executive Coaching Sessions

Dear Rev. Thompson

On behalf of VAAL and all the managers, I extend our heartfelt appreciation for the outstanding training sessions you have conducted for our teams. Your expertise, enthusiasm, and dedication have made a remarkable impact on us. We recognize the effort and commitment you have shown in ensuring our team gains valuable knowledge and skills. Your contribution has been invaluable in enhancing our workforce's capabilities, and we are incredibly grateful for your dedication. Thank you once again for your exceptional training sessions. We look forward to future collaborations and continued growth under your guidance.

Regards, **M. Nazir Halabi-Ahma – VAAL Real Estate Sales Mgr.,**  
07/2023

more rave reviews on our informative website:  
[www.exposuremktconsultants.com](http://www.exposuremktconsultants.com)



"Good Evening Sir and everyone.

It was a pleasure to be a part of this training. I commend you Reverend John Thompson on a job well done. You are a natural presenter and the message was clear and very informative.

Thank you." **Consolata Agyekum –HR & Admin Manager.** Rainbow AgroSciences. 14/01/2024



"I like the fact that the training was participatory and there was no dull moment during the period"

**David Ansong, General Manager.** Rainbow AgroSciences. 14/01/2024



"Great delivery with a strong ability to engage all participants. We should aspire to lead as value-driven leaders/ managers aligning , supporting and collaborating for collective growth" Thank you.

**Seth Nyarko, Warehouse officer,** Rainbow AgroSciences. 14/01/2024

We learned that a strong sales culture that emphasizes customer centricity , effective communication, and good sales techniques can significantly impact revenue generation for the company. **Edwards Afum – Sales & Mktg Officer -** Rainbow AgroSciences. 14/01/2024

# HIGH IMPACT COACHING TRAINING

## Glowing testimonials

### In-company Training And Executive Coaching Sessions

"Dear Rev. John Thompson,

Today's practical coaching session focusing on new approaches and insights into sales performance was outstanding and uniquely delivered. I love your dynamic approaches and ways you interacted and engaged us all throughout the session. Your expertise in the topics sales, marketing impact, operational effectiveness and value driven-leadership has definitely elevated our teams spirit and the skills gained will contribute to our future success

**Ernestina Appiah** – CEO/Founder, Ghana Code Club"22/11/2023

more rave reviews on our informative website:  
[www.exposuremktconsultants.com](http://www.exposuremktconsultants.com)



"Eye-opening, enlightening, straight to the point, insightful, brain-stimulating, makes you want to learn, read and practice more. Course cuts across every industry. **S- Dayibor, Airline Sales Professional** 18/05/2023. – Mastermind Coaching Sessions



"Rev Prof. J brings light to his presentations. He makes it very interactive and practical. I didn't yawn even once during his session. I will recommend him to anyone looking to move their sales to the next level." **A . Amekpor, Insurance Sales Professional.** 18/05/2023. Mastermind Coaching Sessions



"The session has been really intuitive and impactful. I have learned a lot of new techniques in sales and the best approaches for client engagement. The trainer is really amazing and well-versed in the industry. Very knowledgeable. The experience is worthwhile and interesting. I will recommend this session for all individuals irrespective of their background. Thank you."  
**- M. Yussif. Airline Sales Supervisor,** 18/05/2023. Mastermind Coaching Sessions

# HIGH IMPACT COACHING TRAINING

## Glowing testimonials

### In-company Training And Executive Coaching Sessions

"The training was very insightful and will go a long way to sharpen my sales skills while improving the activities in my company. One major key takeaway for me is that not everyone is your customer and so one needs to value your brand and sell appropriately. Thus effective sales process will go a long a way to enhance the business growth. I recommend this training for all. You are teacher."

**Ms. Millicent M. Kaba**, Business Devpt. Director,  
Piccadilly Biscuits Limited, 28/10/ 2020.

more rave reviews on our informative website:  
[www.exposuremktconsultants.com](http://www.exposuremktconsultants.com)



'Rev. John Thompson,

Today's session with you has changed a lot of things in my professional life more than I could imagine. Your expertise, engaging delivery has significantly enhanced my understanding of value that I must always offer to Ghana Code Club. The practical insights shared were invaluable, and I feel well-equipped my role as Head of Operations. Thank you for your outstanding contribution to our professional development. - **LEON YANFUL, Head of Operations, Ghana Code Club.**"22/11/2023

"Dear Rev. John Thompson,

I had a wonderful time sitting and learning a lot from you, your teaching had a tremendous influence on our team and contributed to my understanding on how to leverage my position to improve our business outcomes, your focus on increasing value while maintaining corporate efficiency, effectiveness, and continuity was really helpful. I loved your commitment to not only making your content useful but usable as well. I picked a great number of things from each slide on your session but the idea to use the new currencies to unlock that customer and get a lot more business was taken personal, I look forward to applying all other things for the great results expected of me Thank you. **ALBERTA HAYFORD Administrator, Ghana Code Club**" 22/11/2023



# Our coaching training process is easy, seamless, integrative and impactful



- WELL RESEARCHED
- INSIGHT BASED
- WELL DEVELOPED
- GLOBAL INSIGHTS

- DEMONSTRATED
- INDUSTRY APPLIED
- FULL OF PRACTICE
- EXPERIENTIAL
- FOCUSED

- HIGH IMPACT
- DIFFERENT
- REINFORCED

\*Our **Post-training Care differentiates us.** We give you double value as a return on training investment (ROTI) and ensure the maximum effectiveness of your team

# 2025 HOT PICKS Proposed Modules

Effectiveness, Efficiency, and Productivity

# 2025 buzzing for more revenue, growth and effectiveness

## CONTENT DESIGN AND FRAMEWORKS

- Our coaching training modules are well developed with best-in-class frameworks, how2s, Up2s, and hacks for our enablement and skilling processes and sessions.
- We have carefully thought through, designed, selected, pre-tested, and applied all our well-curated training modules in a way that will ensure high performance and maximum impact.



“As seasoned professionals in our consulting practice, we deliver coaching sessions with a distinctive and innovative approach, infused with the passion necessary to transform your business outlook, performance and revenue outcomes.”

- **Strategy & Leadership**
- **Sales Performance**
- **Marketing Impact**
- **Team Effectiveness**
- **Business Performance and Growth**

Module Title	Roles & Impact areas	Summary Remarks	Value-saving cost per head
<p><b>1.***SALES CENTRICITY – the new catalyst for total business transformation</b></p>	<p>Total Business (every role and department)</p>	<p>Urgency of infusing the power of revenue consciousness as culture and driver for growth and profitability at every level of modern organizations</p>	<p><b>GHC 4,000/4,500</b> for small &amp; large teams</p>
<p><b>2. THE NEW WORKPLACE SHIFT! Sales Sense In Collaboration and Alignment.</b></p>	<p>Total Business (every role and department)</p>	<p>A strategic alignment session of roles and teams with an all-sell-all mindset focusing on the urgency of revenue generation for business survival</p>	<p><b>GHC 3,200/3,700</b> for small &amp; large teams</p>
<p><b>3. The New Value, Persuasion Experience And Effective Negotiation (NVX, &amp; PX)</b></p>	<p>Total Business (every role and department) Sales teams, Frontlines and business Devpt. team</p>	<p>The necessity of reskilling total business the essentials of the new value, Persuasion experience and Negotiations frameworks for effectiveness.</p>	<p><b>GHC 3,500/4,000</b> for small &amp; large teams</p>
<p><b>4. THE NEW OPTIMIZED WORKFORCE: The Power of Influencing skills for effectiveness and performance</b></p>	<p>Total Business (every role and department)</p>	<p>The urgent need for reskilling and adaptation to the new business frequency and value. Unleashing the power of influencing skills for team effectiveness and business performance</p>	<p><b>GHC 3,200/3,700</b> for small &amp; large teams</p>



Module Title	Role & Impact areas	Summary Remarks	Value-saving cost per head
5. Mastermind coaching-training *** <b>RAPID STRATEGIC SELLING FORMULA</b>	Rev-gen team (Sales Mgrs., Business Devpt, Field Sales and Tele Sales and call centres )	The new frameworks and essentials in Persuasion and Negotiations	<b>GHc 4,000/4,500</b> for small & large teams
6. Mastermind coaching-training *** <b>CLOSING BIG DEALS FASTER</b>	Rev-gen team (Sales Mgrs., Business Devpt, Field Sales and Tele Sales and call centres )	The new frameworks and essentials in Persuasion and Negotiations	<b>GHc 4,500/5,000</b> for small & large teams
7. Mastermind coaching-training *** <b>ULTIMATE SELLING POWER</b>	Rev-gen team (Sales Mgrs., Business Devpt, Field Sales and Tele Sales and call centres )	Exploring and unleashing the power of new sales framework and techniques of optimizing the sales process and driving up revenue wins repeatedly	<b>GHc 4,500/5,000</b> for small & large teams
8. Mastermind coaching-training *** <b>EQUALIZER SALES</b>	Rev-gen team (Sales Mgrs., Business Devpt, Field Sales and Tele Sales and call centres)	Urgent necessity of reskilling and upskilling revenue generation teams with new frameworks and techniques for handling customer objections, issues and dealing with 'NO' to close deals.	<b>GHc 4,000/4,500</b> for small & large teams

Module Title	Role & Impact areas	Summary Remarks	Value-saving cost per head
<p><b>9. 360 SYNC MARKETING COMMUNICATIONS - Brands, Branding and Digital for IMPACT</b></p>	<p>Total Marketing team (Creative, Branding, Digital &amp; social, content events, offline, etc.)</p>	<p>Urgency of reskilling and upskilling marketing teams with new frameworks for concepts, design thinking, branding, content creation, story telling and digital marketing for high conversions and brand equity.</p>	<p><b>GHc 5,000</b> for small &amp; large teams</p>
<p><b>10. THE DOMINO EFFECT AND TOUCHPOINTS for Marketing Impact</b></p>	<p>Total Marketing team (Creative, Branding, Digital &amp; social, content events, offline, etc.)</p>	<p>Unleashing the power at all touchpoints for optimized impact and brand equity and higher conversions.</p>	<p><b>GHc 5,000</b> for small &amp; large teams</p>
<p><b>11. Mastermind coaching-training STRATEGIC CUSTOMER SERVICE for REPEAT BUSINESS</b></p>	<p>Rev-gen team (Sales Mgrs., Business Devpt, Field Sales and Tele Sales and call centres)</p>	<p>The need for understanding customer service and driving customer centricity as a strategy for winning customers, ensuring loyalty and having repeat business.</p>	<p><b>GHc 4,000</b> for small &amp; large teams</p>
<p><b>12. STRATEGY, LEADERSHIP AND EFFECTIVENESS for Modern Executives and Managers</b></p>	<p>C-Suite, Top line Executives, and Business unit heads/ managers</p>	<p>A high-powered coaching session Building a value-driven leadership, understanding and leveraging strategy for driving up performance and effectiveness in leaders</p>	<p><b>GHc 5,000</b> per INDV per <b>5</b> sessions   <b>GHc 10,000</b> per head for a <b>(6)</b> member group- per 4 sessions.</p>

# The New 4Q VALUE - Special offer for an all year round performance



Our 4Q Value is strategic package to give your team consistent performance and effectiveness all year round. This package affords your business and team **continuous performance improvement (CPI) EVERY QUARTER** in 2025.

This strategic approach ensures that your team are well equip to keep the performance cutting edge, SHARP all year round.



- Choose 2 SALES MODULES and 1 TEAM EFFECTIVENESS module and we add 1 FREE module to complete the cycle.
- Choose our EXECUTIVE COACHING PACKAGE for your team and we will implement in 4QUARTERS with free Module reinforcements all year round.
- We have more modules aside our Hot picks. Specify your need and we will customize.

# Valuable rewards in more ways than one



## GET THE EXPOSURE ADVANTAGE

1. We give you the value-saver advantage with massive cost-savings
2. Great value and a high return on your training investment (ROTI)
3. In-person training execution by consultant(s)
4. Applications, Scenarios, and demonstrations



## You are the target of all our value

5. High impact, consistent performance, and result orientation
6. Teams and executives get focused attention in resolving issues on the go
7. Assessments, assignments summary notes, and certificates
8. Post-training care (up to 4 Hours)

# Engaging clients' teams with value for maximum impact





**Rev. John Thompson**  
Senior Partner - Lead  
Consultant, Strategy and  
Coaching-training Executions

High- impact coach and consultant with expertise in business planning, Strategy formulation, effective communication, branding and marketing impact.

You  
are  
the  
target  
of our  
value!

**Laretta Thompson**  
Managing Partner –  
Director for Sales & Administration

Consultant with expertise in Sales performance, strategic customer service, customer centricity, relationship management and service quality.



We are ready and prepared to execute these strategic modules sooner rather than later because the value cannot wait!

Together let's partner forward!  
Let's start harvesting the valuable market

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*Thank you*

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)

To all our clients, together  
We did this and brought it home!

**Built for Value and Performance**



Thank you for your dedicated partnership



Welcome to the New Forward

