



## Why IPG?

Impact Performance Group helps organizations establish, develop, and continually strengthen their client relationships through the development, implementation, and reinforcement of highly customized sales, service, and leadership training solutions. Our solutions enhance Net Promotor Scores, employee engagement, and retention while growing sales and enhancing the customer experience.

Our ability to customize virtually every learning solution is the #1 reason clients choose to work with us year after year. Our unique integration of emotional intelligence strategies—EQSKILLS® Communication Tools—adds depth and effectiveness to all our solutions. The expertise, flexibility, responsiveness, and support we bring to every engagement is how we've earned the trust of organizations of all sizes, across a wide range of industries.

### ***Programs and Capabilities***

- Sales Training that enables sales professionals to work more effectively with customers to accelerate growth.
- Service Training that enables service professionals to provide high-quality service and improve customer satisfaction.
- Leadership and Coaching Training that provides managers and coaches with a consistent coaching process to sustain on-the-job behavior change and drive measurable results and growth for the organization.

### ***EQSKILLS® Communication Tools***

Impact Performance Group integrates emotional intelligence into all training solutions through the use of specific EQSKILLS® Communication Tools – the competencies necessary to successfully leverage emotional intelligence. Workshop participants are equipped with the EQSKILLS® that support them in empathizing with others, understanding their own emotions, and regulating behavior in a way that enhances their interactions with clients and leads to tangible results.

### ***Customization***

IPG follows a proven business model for each solution provided – from needs analysis to customization to implementation and reinforcement. This ensures that the solution delivered supports and enhances the processes, strategies, and key skills of the client's unique working environment and is linked directly to business goals and objectives.

### ***Trainer Certification***

IPG offers Trainer Certification for client trainers to facilitate sessions in-house. This is an intensive and highly collaborative process designed to ensure the best possible training outcomes for participants. After completing the Trainer Certification process, trainers have the confidence, knowledge, and skills to effectively deliver the course within their organization.

### ***Process Mapping***

Process Mapping is a methodology for identifying and charting the critical activities, behaviors, and best practices that have proven successful in establishing, sustaining, and developing strong customer relationships. IPG works collaboratively with organizational leaders to develop a comprehensive process map and to develop training initiatives that support the process.



### ***Industry Experience***

IPG is proud to partner with clients across a range of industries, including financial services, banking, retail, healthcare, manufacturing, and technology, and continues to expand into new industries. Our highly customized approach to needs assessment and solution development sets the stage for a successful partnership with virtually any organization in any industry.

### ***Ongoing Research***

All IPG solutions are based on comprehensive research into the client's organization, the client's industry, and leading-edge training and professional development concepts, strategies, and methodologies. The result is highly relevant, interactive training using the latest adult-learning methodologies to ensure understanding and on-the-job application.

### ***Planning and Implementation***

IPG's renowned design and development team, along with experienced project managers and executives, work closely with you at every step of the planning and implementation process. The goal is always to help ensure the most efficient and effective use of time and resources during solution implementation – whether that initiative is regional, national, or global.

### ***Sustainment and Reinforcement***

IPG ensures sustainment through the use of Coaching Accountabilities, Coaching Tools, Coach-the-Coach Calls, Coaching 2.0 sessions, and Reinforcement Workshops to provide just-in-time learning and ongoing communication that keeps all levels of the organization connected to and engaged with the initiative.

### ***World Class Facilitators***

IPG's professionals have decades of sales, service, and management experience and offer a proven track record in workshop facilitation, professional coaching, and leadership development. With facilitators located across the United States and affiliates around the globe, IPG is able to support and deliver training whenever and wherever it needs to take place.

### ***Blended-Learning***

To align with industry trends and a changing workforce, IPG provides customized virtual and blended-learning solutions. Through the development and use of Web-Based Training, Virtual Instructor-Led Training, and a variety of post-implementation reinforcement strategies, participants are further in learning and on-the-job skill application.