

Company Overview



Morgan Training Co., LLC, headquartered in Avila Beach, CA, is a training and professional development company that specializes in helping technical organizations improve their bottom lines by *increasing revenues, improving margins* and *decreasing miscellaneous costs associated with ineffective soft skills*. Specifically, we provide training and consulting that is tailored to the particular challenges of technical professionals.

Our typical clients have concern about the effectiveness of their...

- ...business development personnel (sales engineers, account managers, etc.) in growing business (*increasing close ratios, shortening sales cycles, increasing margins, building more robust pipelines, etc.*)
- ...technical professionals (application engineers, project managers, scientists, etc.) in dealing with customers and selling/persuasion situations (*“selling” their ideas, presenting technical solutions, getting commitments, etc.*)
- ...technical professionals in communicating and interacting with colleagues, managers, subordinates, etc. (*running productive meetings, getting buy-in, dealing with team dynamics, using email and phone best practices, getting commitments, etc.*)

This could include helping them...

...sell and compete on value and solutions, as opposed to technical features, benefits and price

...manage the “soft” issues (people, relationships, politics, etc.) that can trump the best technical solution

...follow a selling/persuasion process that delivers consistent results

...deliver concise and focused messages (“Tell it in 10 slides, not 40!”)

...solicit better commitments from colleagues and customers so the business decision cycle doesn’t drag out (Shorten the sales cycle!)

...develop better prospecting skills and methodologies (Keep the pipelines full!)

...be more effective interacting with different (and sometimes difficult) personalities

...qualify sales opportunities better, so they're not wasting resources chasing low probabilities, but what might be exciting engineering challenges! (Increase close ratios!)

A partial list of our clients, which represents a variety of technical industries, includes Bosch, Staubli Robotics, Akebono, Ricardo, Siemens, Honeywell, AZZ, Dassault Systemes, Boeing, AVL, Phillips Semiconductor, Plantronics, Lawrence Livermore National Labs, etc.

We have helped our clients achieve remarkable growth:

- Recently, one of our customers *grew their sales by 100%* by improving their sales methodologies and skills.
- Another of our customers *tripled their sales in 18 months* by uncovering and changing an error in their sales process and increasing the skills of their sales engineers.

- And another of our customers (company of approx. 300 employees) estimates that they have been *wasting over \$7M/year* by not following best practices for meetings! That’s a huge expense that they plan to reduce this year and have flow to their bottom line!

We equip participants with best practice methodologies, strategies, tactics and skills that are needed to effectively communicate, sell, negotiate and develop successful projects and business with external as well as internal customers. We find that most customer and business development problems arise not from lack of technical knowledge, but from lack of “soft skills” training.

We provide our training on-site for corporations as well as through UCLA's Technical Management Program in Los Angeles twice each year and occasionally in other parts of the country at the request of our customers. Our courses and workshops include:

	<i>For communication and interaction within technical organizations...</i>	<i>Length</i>
102	<i>High Impact Communication Skills for the Technical Professional</i>	<i>2 days ^</i>
103	<i>Business Communications Best Practices Workshop: Improve Effectiveness of Emails, Texts, Phone calls, and Meetings</i>	<i>½-1 day ^</i>
104	<i>Behavioral Styles Workshop: Use DISC to Improve Your Communication and Selling/Persuasion Effectiveness – Externally with customers; Internally with colleagues and managers</i>	<i>½-1 day ^</i>
105	<i>The Science of Proactive Persuasion: How to “Sell” Your Ideas, Projects, Capabilities and Products</i>	<i>2 days ^</i>
106	<i>Creating & Conducting Effective Meetings</i>	<i>½ day ^</i>
300	<i>Consulting & Coaching</i>	<i>Varies</i>
301	<i>Review & Reinforcement Session</i>	<i>1 day ^</i>
401	<i>Executive Overview Session</i>	<i>½ -2 days ^</i>
	<i>For technical sales teams & customer-facing personnel...</i>	<i>Length</i>
201	<i>Effective Communication, Sales & Negotiation for the Technical Professional</i>	<i>3 days ^</i>
202	<i>Effective Customer Interaction Skills for Sales Support Engineers (A/E’s, Test, Service, etc.)</i>	<i>2 days ^</i>
203	<i>Effective Presentation Skills for the Technical Professional</i>	<i>1-2 days^</i>
204	<i>Effective Prospecting Workshop</i>	<i>1-1 ½ days ^</i>
205	<i>Territory Planning Workshop</i>	<i>1 day ^</i>
206	<i>Trade Show Effectiveness Workshop</i>	<i>1 day ^</i>
207	<i>Overcoming Objections Workshop</i>	<i>1 day ^</i>
208	<i>Opportunity Strategizing Workshop</i>	<i>1 day ^</i>
209	<i>ROI Selling Workshop</i>	<i>1 day ^</i>
210	<i>Account Management Workshop</i>	<i>1 day ^</i>
300	<i>Consulting & Coaching</i>	<i>Varies</i>
301	<i>Review & Reinforcement Session</i>	<i>1 day ^</i>
401	<i>Executive Overview Session</i>	<i>½ -2 days ^</i>

^The number of days shown is what is typically required to cover the complete course curriculum. The courses can be delivered as consecutive days, or divided up into non-consecutive sessions to accommodate schedule constraints. We also offer shortened versions, by customizing the curriculum to address the most pressing issues and the available schedule.

The content of our training has been tailored for the technical (engineer, scientist, etc.) audience. In that vein, we teach the “science” behind communication and persuasion/selling. We also deal with the challenges that can result from the typical engineering “mind set”, such as the tendencies to make assumptions, to be overly critical, to want to convince with data, and to “tell” as opposed to ask and listen. In addition, training sessions are customized for each client with exercises and role-plays from their industry, as well as customized content to address their specific issues.

Our participants give the training very high marks--average 9.2-9.5 out of 10! We feel that is a major endorsement since our target audience (technical professionals) can be rather critical and skeptical of any training that isn't rooted in the technical arena. Following are some comments from past attendees:

- “This training really brings light, clarity, and order to a previously mysterious process of customer interaction and sales.” --*Christine Lorenz, Sr. Member Technical Staff, Siemens*
- “This was a fabulous course. The instruction was great and the tools that you learn will be valuable in many positions. Clearly the best training I have ever attended.”-- *Thomas Hackbardt, Sr. Account Manager, Robert Bosch LLC*
- "Excellent. Every engineer should take this course. Great insight into people and how to interact with them so everybody wins." -- *T. Alex Lee, Project Engineer, Honeywell*
- "Again, I'd like to offer a sincere "Thank You" for helping us at EduNeering. Your training session was, by far, the BEST sales training session I've ever attended (including those by Miller Heiman, Tom Hopkins, Brian Tracey, etc.)"-*Eric Satterthwaite, National Account Director, EduNeering, Inc.*
- “This course was so good that I’ve been to it twice—and I brought it in-house at Phillips for my colleagues to attend. It’s a must for us to remain competitive in today’s tough market!”-- *Scott Blum, RF Applications Engineer, Philips Semiconductors*
- “Absolutely phenomenal take-aways! I would recommend this course to everyone I know! Easy to use information that is relevant to my daily tasks.” -- *Bethany Mastin, Program Quality Engineer, Boeing*
- “An absolutely superb course! This course identifies issues, people and "selling" methods that I may have been aware of; but, it really brings the methods to the forefront. Excellent tools for the technical manager's toolbox--at work, at home and everywhere in life." -- *David Borth, Corporate VP, Motorola*
- “This is by far the best work-sponsored training I have ever attended. The communication aspect was outstanding!” -- *Ed Thompson, GM Account Manager, Bosch Rexroth*
- “The selling and communication tools are right on target and really work to improve results. Even seasoned sales professionals will improve their close ratio.” –*Mike Hand, Account Manager, Sensata*
- “Helped me gain an understanding of what customers are really looking for, besides price reductions! Taught me how to promote value.” – *Jessica Orhanen, Account Manager, Karl Schmidt UNISIA, Inc.*
- “Amazing! The knowledge instilled by this training will definitely improve my selling skills and make me more effective. It was exactly what I needed. Very organized, brings together many common sales techniques into an organized program” – *Trent Lovell, Sales Engineer, GE Industrial-Sensing*
- “The best “sales training” that I’ve been through. Directly relevant to selling our technical products and services.”— *Richard Botelli, General Manager, Abaqus Inc. (Currently Dassault Systemes)*

There are more testimonials, as well as additional information, available at our website at <http://www.morgantraining.com>. Contact us at info@morgantraining.com or call 805-440-3490.