

GWA Sales and Service Training



Business Development
Strategic Account Management
Negotiation
Legendary Customer Service



Who is GWA?

GWA, Gary Waldron and Associates, is a Business Development and Management Skills Development consulting and training organization that has been in business for over 20 years. Operating globally, our focus is on developing the skills of top performing business development professionals and leaders. In addition to our comprehensive skill development programs, we provide a full range of consulting services to enhance the operational and strategic effectiveness of our clients.

We work with companies of influence throughout the world in many different markets. Our experience extends from Oil and Gas Drilling companies to financial advisors, insurance companies, defense contractors, and many more. The skills that our taught transcend all markets.

Our client list includes large multi-nationals corporations like Halliburton, Weatherford and Schlumberger to smaller companies operating locally.

For a sampling of testimonials please check out our website:

www.garywaldronandassociates.com

Training solutions

GWA is best known for its ability to provide **best-in-class fundamental sales skills** training. You may also be interested to learn that we offer more than BD skills, and can bring **value to other aspects of your business**. You can take comfort in knowing that all these programs offer the **same grass-roots content and active participation** that we are well known for.

Here is a summary of the established subject matter areas we deliver today:

- Fundamental Business Development Skills
- Advanced BD and Strategic Account Management
- Effective Presentations
- Win-Win Negotiation Skills
- Tactical and Strategic Leadership and Coaching
- Legendary Customer Service
- Prospecting and Marketing in a Digital World

Who is a candidate for training

- OUTSIDE SALES REPRESENTATIVE.
- SALES MANAGER
- BUSINESS DEVELOPMENT MANAGER
- INSIDE SALES REPRESENTATIVE
- CUSTOMER SERVICE MANAGER
- CUSTOMER SERVICE REPRESENTATIVE
- FIELD SERVICE TECHNICIAN
- SERVICE MANAGER
- Any Customer facing role will benefit!

STANDARD SOLUTIONS

Each GWA training program is broken into smaller, content specific modules. The modules are combined in a specific sequence for our standard programs

CUSTOM SOLUTIONS

Training curriculum can be tailored to your team's specific needs. We will go through what you and your team believe to be the biggest challenges and combine the modules from the various programs as required.

EBUSINESS SOLUTIONS

All of our programs have been designed for in person delivery in a classroom setting, or virtually using a video-conferencing platform.



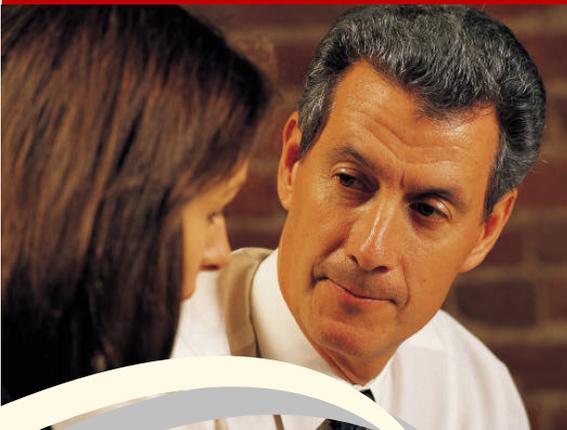
WHAT SETS GWA PROGRAMS APART

Participants can **look forward** to a **fast paced**, highly **interactive style** that utilizes the following:

- **Two seasoned facilitators**, maximizing interest and focus
- **Role Rehearsals** throughout the program so participants can practice the approach in their words ensuring **buy-in** and **confidence** to use the methods immediately following the session.
- **Case Studies** encourage group discussion and participation.
- **Visual Aids** include **flip charts** requiring audience participation, information is created by the participants **versus** a canned "death by PowerPoint" approach.
- **Training Materials** such as customized binders, Pop quizzes and contests to check trainee **retention** and **performance**.

Incorporated into the interactive training are awards and recognition to stimulate the natural competitive nature of the audience.

This is a **practical** program versus *theoretical*. It is "**tell it like it is**" training meant to work at a **street level** involving **real life** customer situations. Participants will be involved in **problem solving** workshops, **exercises**, and role rehearsals to practice, industry





CHRIS SPAFFORD

Residing In Massachusetts, Chris is an accomplished sales leader, with over 25 years of experience in executive leadership roles in a variety of markets. He was instrumental in the growth of Ward Leonard, a manufacturing company providing motor and control solutions and service to the US Navy, Nuclear, and Oil & Gas markets.

Chris hired GWA to provide sales training to his team of Business Development Managers. The result of this effort was measured in millions of dollars in new business during some of the most trying times in the industry. GWA did such a great job with the business development program, they were selected to provide training to the internal team at Ward Leonard on the Legendary Customer Service program as part of the company's investment in enhancing the total customer experience.



GARY WALDRON

As a consummate business person and entrepreneur with decades of experience on the front lines of business, Gary is proud to have impacted so many teams and individuals. Gary founded GWA 25 years ago recognizing that so many professionals were not provided with the essential approaches to be successful in business development, leadership, customer service and negotiation.

Gary knows what it takes to be a top business professional and how to grow successful businesses.

Since inception of GWA, Gary has worked with thousands of individuals and teams - engineers, technicians, financial experts, sales and business development people, senior leadership teams and more - to give them the skills, comfort and confidence to be successful in driving their careers and businesses towards great success.



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Programs powered by:



GARY WALDRON & ASSOCIATES