

Advanced Productivity: Goal Setting & Time Management

Unlock your organization's peak performance with this advanced productivity training, designed for professionals at all levels in all roles and departments to transform decision-making and achieve strategic goals. Through an interactive, experiential classroom format, participants master robust tools and processes to align daily actions with predetermined outcomes.

Key Course Benefits

- **Advanced Time Mastery:** Utilize time analysis tools to evaluate current capacity, eliminate unsustainable workloads, and prioritize critical tasks.
- **SMART Goal Framework:** Establish effective performance measurement dashboards and learn to evaluate new opportunities objectively.
- **Culture of Achievement:** Drive employee retention, attendance, morale, and productivity while reducing workplace stress.
- **Holistic Setting:** Attendees will identify, set, track, and achieve goals in every area of life, improving results and potential at work and in life!

Core Competencies & Benefits

- Establish individual and team systems to plan, track, and achieve goals.
- Optimize task prioritization to advance core organizational objectives.
- Apply targeted questions to determine whether an opportunity is worth pursuing.
- Manage others effectively through peak performance systems.



About the Trainer: James Desrosiers, M.M. is the President & Founder of GROWTHco, a veteran-owned training and business advisory firm helping clients grow their people and organizations since 1994. Jim holds a master's in management degree with a concentration in Leadership and Human & Organizational Dynamics. Prior to owning GROWTHco, Jim was a nationally awarded sales producer and manager for two different Fortune 100 companies.

Community Marketing & Sales

Stop relying on random networking, ad-hoc cold calls, and scattered community outreach to grow your business. **Outbound Community Sales and Marketing** is designed for professionals and teams looking to turn local engagement into a predictable, strategic revenue engine.

Instead of generic tactics, this course teaches you how to leverage proven outbound strategies while tailoring a custom plan around your individual strengths, style, and personality.

Key Takeaways:

- **Evaluate & Refine:** Assess your current marketing efforts and build authentic community relationships.
- **Strategic Planning:** Develop a custom, executable Outbound Community Marketing & Sales Plan tailored to your goals.
- **Effortless Execution:** Leverage technology to streamline your plan and stay organized.
- **Event Mastery:** Learn how to maximize ROI and drive real leads from tradeshow and local conferences.

Transform your local involvement—from chamber memberships to referral groups—into measurable business growth.



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Sales: Beyond the Basics

Take your sales strategy past introductory fundamentals with **Sales: Beyond the Basics**, an advanced instructor-led course designed to refine high-impact deal-making strategies. This interactive training equips sales professionals across all industries with sophisticated techniques to master modern client engagement.

Who Should Attend

- New and transitioning sales representatives aiming for a competitive edge.
- Experienced sales professionals seeking formal training in sales strategies.

Core Topics Covered

- **Strategic Engagement:** Product pitching, active listening, and asking high-impact open-ended and clarifying questions.
- **Prospect Insights:** Identifying key prospect pain points and navigating the prospect sales cycle.
- **Relationship & Deal Management:** Building trust and long-term relationships, navigating objections, and confidently closing sales.

Key Outcomes & Value

- **Clearer Communication:** Develop sharper messaging with clients and prospects.
- **Enhanced Prospect Analysis:** Better analyze customer needs to maximize every sales opportunity.
- **Higher Conversion & Revenue:** Build sales confidence, improve conversion rates, and consistently close more deals.



About the Trainer: Gary DiLeo is a veteran sales leader, coach, and the author of *Say This, Get That!*. He currently serves as the Director of Sales, North America at Stannah, where he leads high-performing teams and drives regional growth strategy.

Prior to his role at Stannah, Gary spent 26 years at Bose Corporation building a distinguished career in sales execution and organizational leadership, ultimately serving as Director of Sales Training and Development. A five-time Sales Summit Award recipient, Gary has dedicated his career to demystifying the sales process and equipping professionals with practical, high-impact communication strategies that win business and build long-term client relationships.

Sales: Intermediate Level

Elevate your sales team from pitch-focused reps to trusted, consultative partners with **Sales: Intermediate Level**. Designed for emerging reps and experienced professionals seeking a higher level of sales training, this instructor-led workshop delivers actionable strategies to master complex deals and boost conversion rates.

Key Focus Areas

- **Consultative Value Selling:** Shift from pitch-driven conversations to value-based selling using strategic questioning, behavioral psychology, and deeper discovery.
- **Objection & Negotiation Mastery:** Handle complex objections seamlessly while negotiating on value rather than dropping price.
- **Pipeline Management:** Utilize CRM analytics to optimize pipeline progression and sales cycles.
- **Core Skills & Techniques:** Develop advanced listening habits, tap into buyer emotional drivers, establish credibility as a problem solver, and execute collaborative closing strategies.

Key Attendee Outcomes

- Sharpened consultative selling skills and increased confidence
- Faster progression through every stage of the sales cycle
- Higher conversion rates and more closed sales

Who Should Attend Emerging sales professionals, new reps, or established salespeople looking to upgrade their skillset who have completed *Beyond the Basics* or have equivalent field experience.



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Sales: Advanced Level

Elevate your sales capability with **Sales: Advanced Level**, an intensive, instructor-led course designed for sales professionals seeking high-impact, strategic growth. This program transforms standard outreach into consultative, insight-led selling and complex account management.

Target Audience

- Experienced, emerging, or new sales professionals who have completed prerequisites ("Beyond the Basics" and "Intermediate Level") or possess equivalent sales background.

What You Will Master

- **Strategic Execution:** Learn precision questioning tactics, consultative discovery, and advanced listening to influence decision-makers effectively.
- **Deal Navigation:** Master complex negotiations, overcome tough objections, and manage internal tension to drive change.
- **Coalition & Commitment:** Build key stakeholder coalitions, gain buy-in, and execute advanced closing techniques.
- **Core Competencies:** Develop resilience, persuasive storytelling, and tailored, value-based messaging.

Key Outcomes

- Master high-level sales execution.
- Significantly improve sales conversion rates.
- Confidently manage multi-party, multi-phase sales opportunities from discovery to close.



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Negotiation Skills

Mastering negotiation saves time, optimizes deal potential, and turns potential confrontation into collaborative, side-by-side problem-solving across all areas of business and life. This interactive workshop gives participants the practical skills and confidence needed to negotiate effectively with both internal colleagues and external clients.

Facilitated personally by James Desrosiers, President of GROWTHco and certified in Negotiation Skills by Harvard University, this training leverages world-class curriculum based on Harvard Business School principles and William Ury's seminal books, *Getting To Yes* and *Getting Past No*.

Core Competencies Covered

- **Principled Negotiation:** Learn to separate people from the problem and focus strictly on underlying interests rather than fixed positions.
- **Strategic Preparation:** Define objective standards, evaluate options, and accurately identify your BATNA (Best Alternative to a Negotiated Agreement).
- **Deal Optimization:** Map out the ZOPA (Zone of Possible Agreement) and generate multiple value-creating possibilities before deciding.

Key Course Benefits

- **Handle Tough Dynamics:** Master proven strategies for countering tough or unfair tactics and navigating complex objections.
- **Style Versatility:** Understand different negotiation styles along with their strategic advantages and disadvantages.
- **Better Outcomes:** Build effective communication habits that earn greater respect from customers and yield higher satisfaction at work and home.



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Presentation Skills & Organizational Storytelling

Whether managing meetings, leading discussions with colleagues, or engaging external partners and customers, the ability to present ideas clearly and persuasively is your single most important business tool. **Presentation Skills & Organizational Storytelling** is a highly interactive skill development workshop that moves beyond theory into practical, hands-on application to help you build confidence and refine your personal delivery style.

Mastering organizational storytelling allows you to frame your company, products, and services in a compelling narrative—moving your audience beyond mere passive listening and inspiring them to take the exact actions you desire. You will learn to structure high-impact messages, craft memorable stories, avoid "death-by-PowerPoint," and seamlessly command any presentation environment—sitting or standing, casual or formal.

What You Will Learn

- **Where to Begin:** Identify your core purpose ("why" and "what"), understand your audience ("who"), build impactful presentation structures, tell engaging stories that drive audience action, optimize visual aids, and control your environment.
- **Delivering a Powerful Message:** Master nonverbal communication and tone, refine key language choices, and polish effective speaking habits while eliminating distracting ones.
- **The Final Touch:** Effectively integrate audio-visual aids and notes, manage presentation anxiety, prepare for the unexpected, and confidently address crowd disruptions, questions, and objections.

Transform your public speaking into an active career asset and create meaningful presentations that your audience will take note of, care about, and buy into.



About the Trainer: Bob Glover brings over 30 years of expertise in presentation skills, organizational storytelling, and brand building. As an Emmy-winning producer, manager, and on-air presenter across public affairs, entertainment, and children's programming, he leverages extensive media experience to help professionals communicate with impact. Bob specializes in guiding clients through personal brand development, mastering effective presentation techniques, and cultivating strong executive presence.

Advanced Communication & Working Well with Others

Unlock internal and external communication effectiveness and elevate team performance.

Advanced Communications and How to Work Well with Others is a hands-on, practical training course designed to transform how you interact with people, especially those who are different than you.

Through an included self-assessment, participants discover their strengths, weaknesses, and distinct social style—whether Driving, Expressive, Amiable, or Analytical. Learners gain actionable tools to recognize and adapt to diverse styles across the organization and with external partners and customers, ensuring every message lands effectively.

Key Takeaways:

- **Social Style Mastery:** Identify personal styles and adapt seamlessly to others.
- **Core Skills:** Develop active listening, overcome communication barriers, and strengthen team communications.
- **Constructive Feedback:** Master giving and receiving clear oral and written feedback.
- **Tough Conversations:** Confidently navigate challenging scenarios like performance issues, critiques, or disagreeing with leadership.

Delivered in a supportive classroom environment focused on adult learning principles, participants practice tactics using real-world situations to ensure immediate impact.



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Emotions & Stress Management

High-octane work environments, heavy workloads, workplace friction, and stress outside of work can significantly impact productivity, health, and morale without effective emotional control. This interactive, classroom-based course equips professionals with advanced wellness tools to master emotional reactions, navigate high-stress situations, and boost overall emotional intelligence.

Key Takeaways

- Understand the neuroscience of stress, including the origins of fight, flight, or freeze responses.
- Identify personal emotional triggers and learn techniques to intercept negative thoughts.
- Master the core pillars of emotional management and effective coping strategies.
- De-escalate and manage the intense emotions of colleagues and clients.
- Restore mental wellness and redirect negative stress into productive energy.

Core Topics Covered

- How the Brain Processes Stress & Dictates Behavior
- The Origins of Fight, Flight, or Freeze
- The Four Parts of Emotions Management
- Four Types of Coping Strategies & Custom Toolkits
- Regaining and Maintaining Mental Wellness
- Effectively Handling the Emotions of Others
- What Makes Us Choose Our Choices and Behave the Way We Do?



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Leadership and Culture

Master Leadership & Drive High-Performing Teams

Create a team environment where people want to show up every day, give their best, take pride in their work, support their teammates, celebrate shared wins, and feel genuinely excited about their career paths.

You will unlock your team's full potential by mastering modern leadership, creating a positive work environment, and developing an effective talent development and coaching model.

This hands-on course equips leaders to design and implement a work culture that brings out the best in all team members, bridges performance gaps, and builds a high-trust and high-performing team.

What You Will Learn

- **Leadership Frameworks:** Master Servant Leadership, Situational Leadership, and the core leadership styles to adapt to any situation.
- **Core Leader Attributes:** Cultivate the essential traits of effective leaders to build trusting, open, and collaborative relationships.
- **Coaching & Feedback:** Practice delivering constructive, actionable feedback and driving growth through active coaching exercises.
- **Talent Development Plans:** Evaluate your team's actual performance levels, spot skill gaps, and build customized plans ready for immediate implementation.
- **Creating a Winning Culture:** Reaffirm or establish core values—such as excellence, integrity, and teamwork—and empower employees to commit to the daily behaviors that live out those values.

Transform your leadership style and turn your work environment into a positive, high-performing machine.



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