

# EnGrok™: Helping Better People

Grok means to understand so thoroughly that the observer becomes a part of the observed

Robert A. Heinlein, *Stranger in a Strange Land*

EnGrok™ means to induce someone else to grok

Rob England, Two Hills Ltd

EnGrok is our range of training and coaching.

These courses are designed to be simple and pragmatic - solid common sense and tested techniques. They are all aimed at making people better at what they do. We help better people.

The focus is sales and service skills. The courses are applicable to organisations of most sectors and sizes. Please talk to us about your requirements.

Available courses for training or coaching are

- **Better Selling: Make The Most™**
- Better Service \*
- Better Brand\*
- Better Trainer\*
- **Better Presenter**
- **Better Tech: The Seven Tasks of EnGrok**
- **Better Demo**

\* [under development: [ask about availability](#)]

Courses may be purchased as

- one-on-one coaching
- group training
- a trainer resource package and license

We have a unique pricing model for group training courses: you pay NZ\$2400 \$1900\* per day (includes GST and all materials), regardless of how many hours or trainees, to a maximum of 1 course (i.e. two courses in one day is two fees), 10 hours per day and 10 trainees.

Call in friends, other businesses, competitors.... we don't care. Get up to 10 attendees and share the cost. That means you pay as little as \$190 per student per day!

We also offer a premium service to consolidate and retain your return on investment, which includes pre-course preparation for trainees, followup coaching and support, refresher courses, and development of in-house champions.

\* Price reduced to \$1900 as an introductory recession-busting special for 2009 only.

25% non-refundable booking fee. Balance payable within 30 days of billing.

Facilities and catering not included: we train at your premises. Can be organised on request for extra cost. Instructor expenses outside Wellington region not included.

For latest information see [www.engrok.com](http://www.engrok.com) or contact [service@engrok.com](mailto:service@engrok.com)

**Engrok™ and Make the MOST™ are trademarks of Two Hills Ltd.**

© Copyright 2009 Two Hills Ltd [www.twohills.co.nz](http://www.twohills.co.nz). All rights reserved

# Better Selling: Make The MOST

The **Sales Executive Council** identifies five components of a world-class sales development program:

1. Training content aligns with corporate goals and strategy.
2. Training targets role-specific skill gaps.
3. Regular coaching sustains and builds on gains from training.
4. Certification requires demonstrated performance.
5. Success metrics are tied to business outcomes.

We leave the first two up to you  
- choose us if we fit your needs.



MTM delivers to the last three criteria: we offer an additional coaching component (at no extra charge) when the MTM course is training sales managers; we test and certify course attendees; and **we defer billing 20% of our fee until you have achieved a 10% increase in sales revenue!** We are that confident of the results you will achieve by employing Make The MOST™.

Make The MOST™ is a sales tool for opportunity selling.

It provides a pragmatic approach to selecting opportunities in which to invest your efforts.

You will concentrate on the winnable opportunities, lifting your win rate.

The Better Selling training wraps that tool in a best-practice sales lifecycle. It makes sure you are addressing all steps in the sales process and all the main issues along the way.

You will improve sales skills and professionalism, lifting your win rate even further.

If each one of your sales is a campaign, that is if it takes time and effort to make it happen, then this method is for **YOU**. If each sale happens in one transaction (e.g. a shop, or telephone selling) then MTM is not for you. If your sales are at the other extreme, if you have a small number of accounts with whom you maintain a relationship and make a series of deals, then MTM is useful as one part of your preferred account management system - MTM will help you to run those deals but it won't do the whole account management for you.

**If you are selling**, MTM looks at each opportunity in your portfolio and assesses it hard, realistically, pragmatically. It compares each deal to others. By looking at a dashboard across all your opportunities you can make the hard calls about where to put your efforts, and where to qualify out. By focusing on the most winnable deals you will lift your success rate and reduce your cost of sale - when you do need resource you'll have no trouble getting it. So you can Make the MOST.

**If you are a sales manager**, you'll have worked out by now that such a tool is equally useful to you. You can assess each of your team's book of business. And you can assess your own portfolio across the whole team. Make The MOST of your sales team. Help prevent APER, attempted percussive equine resurrection \*

\* that's "flogging a dead horse"

At the heart of MTM is a simple tool, the Make The MOST™ Opportunity Dashboard. It uses MS-Excel. No software to buy and install. We include a MTM User Guide on how it works and how to use it.

Our *Better Selling: Make The MOST™* training course builds on the MTM tool to teach you a full methodology for opportunity selling.

Currently EnGrok™ Better Selling two- or three-day training courses are provided anywhere in New Zealand. Remember 20% of the fee is deferred until you achieve a 10% increase in sales revenue!

The course covers

- Prospecting
- Pipeline
- Portfolio
- Qualification
- Competition
- Close
- Delivery
- Coaching (optional)

# Better Presenter

The EnGrok™ Better Presenter training is particularly suited to one-on-one presentation coaching. Got a big presentation coming up? Perhaps you have a single issue you want to resolve, such as "um" or movement or writing engaging content. Or generally want to improve your presentation skills?



Better Presenter takes a holistic approach to all aspects of presenting. It provides an analytical tool to identify strengths and weaknesses. It provides the ideas and techniques to improve.

Better Presenter builds confidence resulting in a better presentation. It ensures you deliver an effective message. And it allows you to relax and enjoy presenting more.

The course draws on the extensive experience of the trainer and specialised techniques that cover (as required) some or all of:

- Self analysis
- Mental management
- Engaging an audience
- Planning and design
- Content design
- Off-the-cuff speaking
- Adult learning
- Presentation critiquing
- Body language
- Media

Training is delivered in one or more three-hour coaching sessions custom-designed to the trainee based on an initial 90 minute consultation.

Coaching is available at NZ\$150 per hour plus travel expenses from Wellington New Zealand.

The EnGrok™ Better Presenter training package is also available for licensed purchase.

# Better Techs: The Seven Tasks of EnGrok

The Seven Tasks of EnGrok™ is a bootcamp or series of workshops to help technical people develop their careers and to align themselves and their services to their employer's objectives.

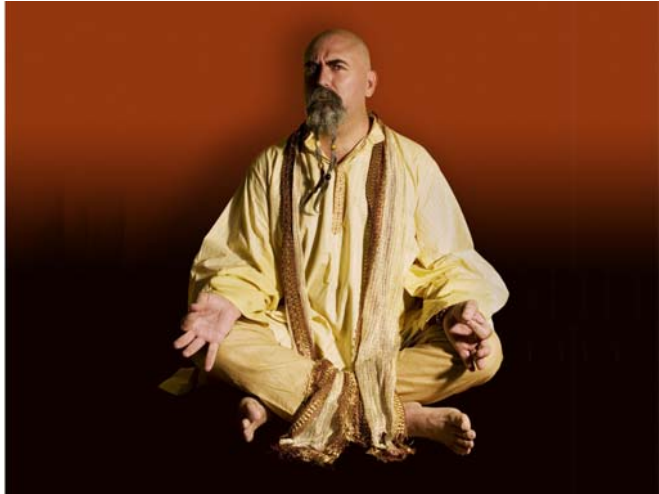
For the employer the result is higher value employees who focus more on desired organisational outcomes, are more pro-active in adding value to the business, and better align their development and training with the directions of the business.

The benefits are more value from employees: more effort better directed; less loss of valuable IP as people fall behind current requirements and attitudes; and better cooperation with shifting requirements and changing operating models.

For the employee the result is a broader scope for growth, greater job security, and a clearer view of their own value and future.

Better Techs is **targeted specifically at technically-oriented people** - "geeks" - those who do not typically have a strong grasp of politics, commerce or organisational dynamics.

It addresses the danger that techs will resist change, become complacent, lose perspective, grow alienated, withdraw from the organisational community or develop a dysfunctional relationship with management.



Better Techs **works by challenging people's assumptions about their own value and future.**

It takes them out of comfort zones and builds confidence through new skills.

It inspires and motivates most attendees and opens new career direction and energy.

It teaches what matters in business, where we fit in the mechanism, how to enjoy work and advance, how to add value and make a difference.

There is **no rock climbing, people-tossing, or falling backwards.** Challenges are real and directly applicable to the work environment, while still being stimulating and different.

Training is typically 2-3 days - we will customise to your requirements.

# Better Demo

Demonstrating your product is one of the riskiest elements of selling, and often one of the most poorly executed.



This training teaches the right mental attitude, approach and techniques for effective demos of anything.

It is developed from a background of software sales but is applicable to any demonstration of product from vacuum cleaners to aircraft, from houses to websites.

Your demonstrations will be more effective in closing a deal and less likely to blow the opportunity.

Key areas covered are:

- Tailor the message
- Less is more
- Control, limit risk, avoid the demo god
- Respect your audience
- Teamwork

The EnGrok Better Demo course can be delivered as a three to eight hour workshop. (The longer workshops include trainee certification and more practical exercises. There is no extra charge).

It is also available as one-on-one coaching, and as a trainer resource package and license.