

CORPORATE OVERVIEW

ABOUT ProDirect

About us

Founded in 1999, ProDirect is a Sales Training and Coaching firm dedicated to helping companies leverage their sales talent. We blend proven content, validated assessment tools and opportunity-based reinforcement to help Presidents, Sales Managers and front line salespeople achieve results they can feel. Led by seasoned sales professionals with experience running sales organizations, we seek to rapidly transfer our capability to clients. ProDirect serves organizations in The Global 2000, with deep and rich experience in the Financial Services, Pharmaceutical and Business-to-Business industries.

Capability

■ Training & Development

ProDirect provides organizations with powerful programs directly linked to their strategic business issues. Our approach takes pre-session research, individual and group assessment data, proven content and post-training reinforcement to give even the most discerning salespeople the motivation to improve.

■ Sales Coaching

ProDirect's one-on-one and small group sales coaching programs follow a branded process of needs clarification, assessment, and development planning to bring about rapid performance improvement. Focus areas include Prospecting, Relationship Management, Pipeline Management and Market Planning.

■ Sales Process Design

ProDirect helps companies validate the sales processes and practices that impact their customers. Using the firm's "KCT" approach, we help sales leaders assess what to keep, what to change, and what to terminate. The key deliverable is a refreshed and validated sales process that includes a graphical illustration aligned with how your buyers buy.

■ Expert Facilitation

Often what a client needs is not training but a partner to move discussions forward. ProDirect fields a cadre of experienced coaches, trainers and facilitators that can add energy and impact to any sales meeting, board presentation, strategy session or panel discussion.



EMPLOYEES

ProDirect is supported by 10 core and 50 senior consultants through the ProDirect Resource Network (PRONET™)

OFFICES

■ Headquarters

11 Nassau Drive
Lawrenceville, NJ 08648
Ph: 800. 858. 8194

■ New England

23 Tanton Hill, Suite 1
Ridgefield, CT 06877
Ph: 800. 858. 8194

■ Southeast

7005 Pacific Drive,
Stuart, FL 34997
Ph: 800. 858. 8194

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PROGRAMS AND CREDENTIALS

Training Programs

- Never Make a Cold Call Again™
- The 90-Day Dash™
- The Meaning More to Clients™ Selling System
- Segue to the CXO™
- Myers-Briggs Sales Team Building Workshop
- From Service to Sales Transitional Skills Program
- The ProDirect Sales Management Forum™
- Handling Objections Closing Clinic
- Sales Force Skills Assessment with the POP™ from SMG

Memberships

- Sales and Marketing Trainers International (SMT)
- American Society of Training and Development (ASTD)
- Worldwide Association of Business Coaches (WABC)
- International Coach Federation (ICF)
- Meeting Professionals International (MPI)
- Sales and Marketing Executive International

Certifications

- Self Management Group:
Management PRO™, POP™, Sales Evaluator™
- Association for Psychological Type
Myers-Briggs Personality Type Indicator
- Center for Creative Leadership
Benchmarks, Skill Scope



CLIENTS (SAMPLE LIST)

- America Online
- American Century Investments
- American Water
- Avis Budget Auto Group
- The Boston Consulting Group
- Boston Scientific
- CIGNA
- CitiGroup
- Credit Suisse First Boston
- Deloitte
- Ernst & Young
- Financial Executives International
- Gallo Wines
- The Great Atlantic & Pacific Tea Co.
- Huber + Suhner
- ICMA Retirement Corporation
- Mass Mutual
- Merck
- Merrill Lynch
- Pfizer
- Prudential Financial
- Putnam Investments
- Redken
- SAS
- South Star Funding
- Spectra Marketing
- Stryker
- UBS Securities