



The Offering Guide

Sales · Leadership & Operations · AI

WHAT IS INSIDE

01 The problem

02 What we do

03 Sales

04 The method in action

05 Leadership & Operations

06 AI Acceleration

07 Also on the programme

08 How the work runs

09 The race for your business

10 Whether we are a fit

THE PROBLEM

Good is the enemy of great.

You are good. Nothing is wrong. But if the buyer sees you as just as good as everyone else, good is not good enough.

When buyers cannot see or feel a meaningful difference between two capable companies, they fall back on the one thing they can compare: price. Business that should be yours goes to whoever is cheaper.

Your team knows what it is doing. They read the room, run a tight process, and close business other teams would lose. The skill is real. The problem is that everyone else is perceived to be just as good, and when good becomes the baseline, being good stops telling a buyer who to pick.

The leader's margin

We found this in a market share study twenty-seven years ago. A market leader watched a twenty-point lead shrink to nineteen, then seventeen, without anyone passing them. A global manufacturer had raised the standard and tied incentives to meeting it. The leader was already there, so they changed nothing. Every competing retailer and broker had a reason to improve.

The leader had not gotten worse. The industry had gotten better, and from the outside, the leader no longer looked as far ahead.

Intent is the usual answer, and it separates nobody

We care more. We will work harder. All of it matters and most of it is true, and none of it creates separation, because everyone in the deal has true intent to help, including the people who wear a different logo.

Differentiation does. When everyone is good, being different is what gets remembered. And what gets chosen.

When you come in second, you pay the most to lose.

What usually brings a team to us

- A strong team wins the meeting and then discounts to close it.
- The pipeline looks full, but the stages keep getting pushed.
- Sales changed how they sell, and the rest of the company never got the memo.
- The AI tools got bought before anyone agreed what the work actually is.



WHAT WE DO

Everything is one of three things.

Three shifts, delivered through three engagements. Most companies start with the first and work outward.

Defining differentiation

Together we pressure test and sharpen your differentiation, so it stands up to scrutiny and gives buyers a reason to choose you.

Demonstrating uniqueness

We make it show up where it counts: in the pitch, the proposal, and the room, so buyers feel your value in ways competitors cannot match.

Delivering confidence

We reinforce your ability to deliver on the promise, so customers keep choosing you. The sale after the sale.

Three ways to work together

WIN DIFFERENTLY

Sales

We work out what actually makes a team the right call, then build it into how they sell. After that we come back and run it on the deals they are working right now.

MAKE IT HOLD

Leadership & Operations

A sale is a promise. This is the part of the company that decides whether the promise turns out to be true. Same method, pointed at the people who deliver what sales sold.

MAKE IT LAST

AI Acceleration

We embed AI into the tools your team uses every day, so it amplifies the way your team decided to work rather than the way everyone else already works.

A FEW OF THE TEAMS WE HAVE DONE IT FOR



ORACLE



Deloitte



ExxonMobil

RioTinto



"He provides great insights and tools, and delivers high quality work. He was instrumental in delivering the outcome."

Tony van den Berge · Managing Director, Amazon Web Services



SALES · WIN DIFFERENTLY

Seven steps, in the buyer's order.

Your reps are good. So are the reps wearing a different logo. P.R.E.D.I.C.T. is the buyer's sequence, not ours.

Most sales training assumes the problem is skill. Skill is worth building, and it is rarely what decides this. Two vendors walk into the same deal, both competent, both running a clean process, and the buyer decides on the only number that separates them. Technique on its own makes it worse, because a more skilled rep is better at sounding like everyone else.

P Planning **S.M.A.R.T. SALES SUCCESS STRATEGY™**
Build a personalized S.M.A.R.T. Sales Success Strategy™ to drive next-level results.

R Researching **RACE R.E.A.D.Y.**
Master proven methods for pre-engagement research that informs and differentiates.

E Engaging
Strengthen demand generation and build trust faster than the competition.

D Discovering
Sharpen discovery skills to uncover what truly matters to each customer.

I Intersecting
Navigate objections with even greater finesse and negotiate alignment, not just agreement.

C Communicating **S.M.A.R.T. PRESENTATIONS**
Deliver clear, compelling value propositions that resonate and convert.

T Transitioning **MUTUAL ACCOUNT PLANNING™**
Move from one-off wins to strategic growth through Mutual Account Planning™ and cross-selling.

Shape: typically one to two days, live, on site or virtual. Your reps are not watching slides. They build things they will use on Monday, on the accounts they are actually working. A team takes the whole sequence, or a short sprint on the two or three steps where deals are going wrong. Then we come back with short workouts on live deals, which is what keeps it from wearing off.

“The lessons were tremendous, and Michael's delivery helped us quickly internalize the sales science and implement it into our communication patterns with ease.”

John Byron McGinnis · Principal, Deloitte



THE METHOD IN ACTION

Read the corner before you reach it.

Intersecting is the fifth step and where most of the room's attention goes. Plenty of teams are good at handling an objection. It is even better to stop one surfacing at all.

MOST SELLERS

Reach the objection, then react. It surfaces on the buyer's terms and becomes something to survive.

THE PREDICTIVE SELLER

Sees where the buyer is going and gets there first. Named on their own terms, the objection has nowhere left to go.

Say a rep is going back to an account the company lost five years ago over service levels. If they walk in and claim to be better than the competition, it triggers the memory, and the memory becomes an objection they now have to survive. So get there first:

"Greg, I'm surprised you even took the meeting with me, and I'm grateful that you did. Five years ago we did not treat this account like we needed to. I believe now that is the very reason so many of our clients say we are their best choice, because of the lessons we learned from it. There are three things we learned, and they are now three of the reasons clients say they love what we do."

The objection now has nowhere left to go, and the rep has turned the worst fact in the room into the reason to trust them.

C.A.L.M.

When prevention was not possible, there are three moves, and the finesse lives in the first two.

- Connect** Repeat the concern back and empathize, without explaining, defending or fixing it yet.
- Calm** Do not rush. Go beyond the stated concern to find what else is holding the buyer back.
- Create** Only then build the path forward. Jumping straight here is what most people do, and it costs the finesse.

"With a recent client, we successfully increased the product premium, in the context of a down market, by 5¢/lb without creating friction."

Jessica Verdini · Sales Manager, Rio Tinto

"One of the most practical and engaging sales sessions I have ever experienced. A deeper understanding of the buyer's mindset, and an energetic, interactive style that kept us fully engaged."

Lynn Burns · Business Development Manager, SGS



LEADERSHIP & OPERATIONS · MAKE IT HOLD

A sale is a promise.

Differentiation that only exists in the pitch is a liability. When it does not survive, you have taught a customer that the difference was a sales technique.

Same method, same working sessions, pointed at the people who have to deliver what was sold. Your people name what good looks like in their part of the business, then work the situations they are stuck on. A team leaves with the same words for what a good decision looks like, which is what stops people hedging.

What it covers

How a meeting gets run so it does not need a second meeting. How a 1:1 stops being a status update. How a direct conversation opens. How a team decides what it will not take on. Customer service sits here too.

The Meeting T.O.A.D.

Something you can use before we ever talk. Four lines in the invite.

- Topic** The purpose or title of the meeting.
- Objective** Why this meeting matters.
- Agenda** What we will cover, and who is leading each part.
- Deliverables** What we are walking away with.

Five minutes to write, and it turns a meeting request into a small demonstration of the difference we are there to talk about.

Who this is for

- A leadership team whose decisions do not survive the next reorganization.
- An operations group absorbing commitments nobody scoped.
- A manager bench that avoids the conversation everyone knows needs to happen.

Who leads it: Ted Baird, our Sr. VP of Executive Coaching. A room is the wrong setting for the thing a leader has not said out loud yet, so he runs the sessions and the one-on-one work alongside each other.

“From the moment Ted walked into the room I could tell this session was going to be different. He held our attention for nearly nine hours, facilitating the most meaningful conversations the team has ever had.”

Bradford Remley · President & COO, Baseline Energy Services



AI ACCELERATION · MAKE IT LAST

The tool amplifies what you are.

Used badly, AI helps you sound exactly like everyone else, faster. The question is never whether to use it, but what it is amplifying.

Most AI projects stall in their first months, finding out what the process actually is. Nobody wrote the work down, so the tool ends up pointed at a workflow the team never agreed on. Automating that does not fix it. It scales it. A team that has been through our training already decided what a good outcome looks like, and where the line falls between the work only people can do and the work that eats their mornings.

Four things, once the line is drawn

- 01 Two weeks of mapping.** Ending in a prioritized plan and a shortlist of what is worth building.
- 02 Building it.** With your people alongside us so they own it after we leave.
- 03 Coaching and workouts.** So fluency spreads past the people who were in the room.
- 04 Senior judgment on call.** For vendor selection, architecture calls and decisions that do not fit inside a statement of work.

Not all of it is new technology. We also train teams on their CRM, on the one they already have rather than the one somebody should have bought.

Why we suggest the other order

An AI build has to be pointed at something, and what it gets pointed at is how your team actually works. If nobody has agreed what a good outcome looks like, the project spends months discovering that instead of building. That is a recommendation, not a gate.

Who leads it: Chris Resch, who hired us to train his sales team before joining to build the technology side of what we do. A member of the original AWS Professional Services team, he led the industry's first large-scale enterprise AWS migration and was named AWS Professional Services Person of the Year. Some of this work runs as a Predictive Wins engagement and some goes straight to Chris and his team at Strong Tide AI. We say which is which on the first call.

"I wanted someone who could capture and hold their attention. Michael and the team not only delivered on the goals of our training, but surpassed our expectations."

Chris Resch · then EVP Cloud Solutions and Sales, 2nd Watch



ALSO ON THE PROGRAMME

Three more we are asked for by name.

Each runs on the same method and the same working-session format, and each can be taken on its own.

These sit alongside the three pillars rather than inside them. A team can take one on its own, or add it to an engagement already running.

PRESENTATIONS

S.M.A.R.T. Presentations Training

Primarily asked for to improve sales presentations, and rewarding for any professional determined to deliver world-class in-person and virtual ones. Structure, so a presentation is clear, concise and compelling. Style, so it is delivered confidently enough to earn active engagement. And the PowerPoint best practice, including the do's and don'ts.

NEGOTIATIONS

Synergistic Negotiations

Not just immediate gains, but a combined effect greater than the sum of the separate ones. A template for structuring negotiation strategy, the skills for leading internal and external negotiation meetings, identifying behavioural styles, and the common tactics and how to navigate them. A progressive custom role-play is not part of this training. It is the heart of it.

COACHING

Performance Coaching

From executive to manager: structuring one-on-one and team meetings, a coaching toolkit that aligns the templates your people already use, buy-in and accountability including accurate CRM updates, and handling difficult conversations on demand. Sessions run with a certified Predictive Wins Success Coach, and every leader receives an **EVOLVE 5-Voices** style assessment.

"I have attended many training classes and was impressed with the approach. It was current, relevant and insightful, and his blend of solid fundamentals was spot on for the sales environment."

Brad Howe
Account Executive, Salesforce

"A two-day workshop focused on negotiation. His passion, energy and experience are incredible. The lessons will help me further my skills when I am face to face with a customer."

Husam Al-Lawati
Strategic Account Manager, SAP

"How many times have you gone into a leadership class thinking you would not learn anything new? Their authentic, realistic approach to new strategies and tools is refreshing."

Karen L. Washington
Managing Director, VMware



HOW THE WORK RUNS

A finish line, not an open lane.

Five stops, with Leadership & Operations slotting in before or after the workouts, and the AI lane as an overlay rather than a stop.

- 01** **The first call.** Twenty-five minutes. A conversation and a diagnostic, not a pitch.
- 02** **The proposal.**
- 03** **Work starts.**
- 04** **The big bang.** One to two days of live training, on site or virtual.
- 05** **Workouts.** Short sessions on live deals, which is what keeps it from wearing off.

THE FIRST CALL

Free, and it reads the team's own data. No questionnaire. No deck. You leave with a read either way, and with at least one thing you can use whether or not we ever work together.

AFTER THE WORKOUTS

Your call: coaching for the managers, the rest of the company, or building the standard into the tools. We say so on the first call if a team is not ready for the next piece.

Customized to your world, every time

The sequence of the content is consistent because it works. What changes is the deals, the language and the situations, which come from your business rather than a case study in a binder. Industries across the globe come to work with us, and the variety is part of why it holds.

Then we come back and run the material on the problems your people are actually stuck on. That is the part that matters, because the room is always good, and the first time a new approach makes something harder, people quietly stop.



THE RACE FOR YOUR BUSINESS

Three questions worth asking.

There are many options when it comes to training. Some are great, some are good, some miss the mark. Ask any of us these three.

- 01 Is the content designed, developed and delivered by experienced professionals?** You win when experience is combined with real adult-learning method, such as ADDIE or SAM. Ours is built and delivered only from a real-world perspective, by people who have carried a number themselves.
- 02 Is it calibrated to our specific marketplace dynamics?** Through a discovery and design process, every key concept should be calibrated to your customer dynamics, competitive landscape, cultural nuances and the challenges particular to you. Not a case study from a binder.
- 03 How do you make the training stick?** It is a common concern that ninety per cent of what is learned in training is lost within thirty days. Motivation is not the answer. Tools, samples and ongoing coaching are, which is why every engagement ends in workouts rather than in a room.

DIFFERENTIATION FIRST

Most training starts with skill, and skill is worth building. We start earlier, with what makes a team hard to compare, because skill is the part every competitor is working on too.

WE TELL YOU WHEN WE ARE NOT THE ANSWER

Some of what a company needs is not us, and we would rather point you at the right person than sell you the nearest thing we have.

EVERYTHING ELSE WE TRAIN

AI tools
Behavioral styles
Business development
Business strategies
Communications and listening
Customer service
Custom courses
Custom keynote presentations
Difficult personalities
Demand generation

Digital marketing
Diversity and inclusion
Executive and leadership skills
Goal setting
Go-to-market strategies
Interview skills
Instructional design
Meeting facilitation
Mutual Account Planning
Negotiations

PowerPoint best practices
Personal development plans
Proposal writing
QBR presentations
Battle cards
Sales journey mapping
SEO
Team building
Train the trainer

Live and virtual engagements available.



FIT

Built for medium and complex sales.

Our sales work is designed for medium-to-complex sales cycles. Leadership, operations and AI work may address simpler needs. What we do not train is quick, commodity, one-and-done selling.

WHERE WE WORK

Medium and complex sales cycles in competitive markets. Any industry, any geography. Teams with a good reputation already, whether they are sure of it or sure something is slipping, who want to be even better.

WHERE WE DON'T

Quick, commodity, one-and-done selling. Organizations checking the training box. And the one team we do not pursue: the one certain it has nothing to improve.

When we are not the answer

Clients come to us for negotiations, proposal writing, business development and a long list of adjacent work. Some of it we deliver. Some of it we do not, and when that is the case we say so and introduce the person who does.

Where to start

START WITH SALES

Most companies find us through sales. If that is the problem in front of you right now, start there.

START WITH LEADERSHIP & OPERATIONS

When you are ready for the part of the company that decides whether the promise turns out to be true. It does not have to start in the same room every time.

START WITH AI

The standard comes first, so if your team has not set one yet we would start elsewhere. If AI is the problem in front of you now, Chris takes it directly.

OR START WITH THE DIAGNOSTIC

A short set of questions and a straight read on where a team is quietly competing on price. No call required, and nothing in it is a sales pitch.

Nothing has to go wrong for this to become a problem. The team stays good, the field closes anyway, and the share you should be winning goes somewhere else.

We don't get paid for second place. Neither do you.

The first call is free: a conversation about where the team is now, and where it could be even better. Scan the code or visit predictivewins.com.

