



Why Clients Choose Success Sciences And Choose Us Again

What we do best is significantly impact your people's competence and confidence in their interactions with customers and prospects. Leading directly to rapid, measurable improvements in sales and customer loyalty.

“The Differences That Make the Difference”

Our clients consistently point to three significant differences that stand out for them after they have engaged us:

The **first** is exceeding their expectations when it comes to measurable results. Our case studies across various industries illustrate our ability to consistently facilitate the enhanced *competence*, *confidence* and *consistency* to significantly improve sales, customer retention and the customer experience.

Second is our innovative use of audio in live training sessions and other solutions such as *The Communication Coach® Simulation eLearning System*. We were the pioneers in soft skills simulation technology and continue to dominate and innovate in the voice-based simulation learning space. As a result, we have created more customized voice-based simulations than anyone else in the world. The value for the client goes far beyond the power of the technology. The value is derived from our approach to rapid customization, the identification of best practices, high impact deployment strategies, smart practice patterns and coaching strategies with and through the Communication Coach system. All of which has led to clients measuring extremely fast behavior changes unlike other solutions. Clients continue to use Communication Coach to sell more effectively, increase customer retention and loyalty, consistently deliver their brand promise, improve their customer's tech support experience, significantly increase collections, and impact the effectiveness of coaches.

Third is the unexpected value received in the depth and speed of our customization and support services. Specifically, the research based strategies and support we provide clients on exactly what to do *before*, *during* and *after* a training session to ensure the desired behavior change AND enhance the sustainability of the performance improvement.

These are a few pieces of the “puzzle” that explain why our clients have been 99% repeat and referral since 1986.



SUCCESS SCIENCES
Building Better Business Relationships™

Please see more about the difference that makes the difference on the next page



The Success Sciences Proprietary Process For Rapid, Robust Customization

Development and use of the skills and strategies needed to execute your tactical and strategic priorities can't come from a design that was meant to be all things to all organizations. Our training programs and other performance improvement solutions such as The Communication Coach Simulation eLearning System are always tailored to your specific needs and seamlessly integrated to maximize their impact and work within the constraints of your world.

Our customization process is designed to rapidly identify your most pressing priorities, and current realities. The depth and speed of the process from start to pilot implementation will exceed your expectations.

The process is by design the beginning of a collaboration that we will continually revisit throughout our partnership to ensure that your priorities are being addressed with maximum impact.

1. Establish the prioritized outcome(s) and get grounded in your context

We rapidly establish a shared understanding of what you are most trying to achieve, the context the organization and the target audience operate in (where you have been and where things are going) as well as what has been done previously to achieve your performance priorities. This ensures that our training or other solutions are strategic, relevant and focused.

2. Integration

Building on the insights gained through our interviews and other research, we collaborate with targeted stakeholders from your team to integrate, tailor and optimally position our proven strategies, practices and thought leadership to your situation.

3. Designing for the targeted outcomes and priorities

Our proprietary process focuses on crafting very engaging, behavior change “development experiences” tailored to the target audience in a surprisingly compressed time frame. We use better and best practices for instructional design with a systemic mindset. Meaning we design a robust development process vs. approaching the solution as an “event”. The audience's unique challenges and opportunities will be addressed head on including a game plan for what to do before and after the core training experience to set the stage for maximum receptivity and sustainability.

4. Delivery / Deployment

The design and execution of the delivery of the core development experience will also be customized to optimize the results and design around constraints and other considerations.

5. Measurement & Optimization

To ensure you get the most from your investment, we course correct, adjust and enhance through the pilot and tweak immediately after. We conduct semi-annual reviews to update and provide other coaching and support. In other words, we never stop customizing and enhancing the value you invested in. We'll support your efforts in measuring impact and building a success story that maps directly to your priorities including how those priorities morph over time.

We invite you to explore your priorities and opportunities with us. Let's talk.