



## LICENSE TO LEARN™ CONSULTANT RETAINER OVERVIEW

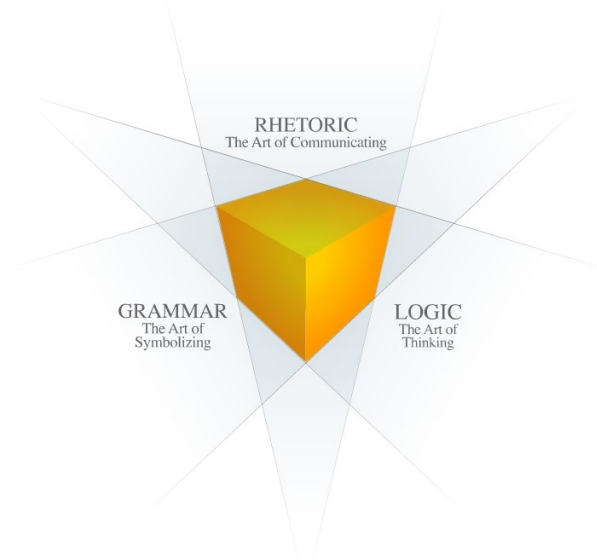
### SPENDING

In today's business environment it is more imperative than ever to be judicious with regard to spending. We have to balance our need for training, coaching and consulting with other demands in our budget. Too often, soft-skills like communication skills training and coaching become the first line items to be eliminated. There's **an indirect cost** to this as well. The need to cut costs unintentionally results in **poor execution, missed opportunities, dropped balls and unhappy clients**. So, while the goal was **well intended** in hopes of improving the bottom line, this action actually results in an **unintended reduction in overall sales performance** and a loss in net revenue. The players on your team need training and coaching, they need guidance and they need support on a variety of fronts. The good news is that there is **a smart investment** you can make to provide that.

### SOLUTION

Successful companies today are **mitigating waste by prioritizing needs**. They are retaining critical personnel and relying on **trusted experts** that specialize in certain areas to assist them with their learning & development and performance enhancement needs. In addition, they are strategically **leveraging state of the art technology** to save both time and money. Bringing in a highly regarded consulting firm to help in specifically targeted areas **frees you up to focus on what you do best**. Companies around the globe call on us to help them with **Presenting, Messaging, Marketing**, along with **Speaking Engagements**. Tell us **your goals** and **we will customize a training, coaching and consulting solution** to meet your needs and preferences.

Our Highest Value: **Open, Honest Communication**.  
Our #1 Goal: **Solve Client Problems!**



### RESULTS

In the end it always comes down to results. Is what we are doing helping us to accomplish our goals? Are our **people performing at higher levels**? Whether it's engaging a client in discovery, giving a presentation, leading a meeting or making a sales call, **we can all be better**. Is the team uniting around **a consistent, cogent message**? Is the new marketing campaign **attracting new and better prospects**? **Is the entire team excited and confident** about the direction their heading? The assessment process involves looking objectively at what's working and what's not working? It's not uncommon, nor is it to be unexpected, for the need to tweak any consultant retainer agreement. What is uncommon is our willingness to go the extra mile to **make sure our clients are happy** with our agreement and that they get the results they want. This type of arrangement must be made with trust and a willingness to **always communicate openly and honestly** with each other. We are keenly aware of the fact that **we cannot help a client we do not have**. We recommend **regular conversations with decision makers** to make sure your objectives are being met. We want to make sure everyone is satisfied with the relationship, and that both parties see this as **a 'fair exchange.'** It's of paramount importance that the **client's needs are being met** and that **the client is getting what they want** from a **'return on investment'** standpoint. Lastly, if either party, the client or the consultant, desires to terminate the Consultant Retainer, they may do so at **any time for any reason**.



Think. Create. Communicate.

[www.triviumperformance.com](http://www.triviumperformance.com)

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### FLEXIBILITY

Your consultant retainer can be customized to meet any number of needs. We offer assistance in Presenting, Messaging, Marketing, and Speaking Engagements. You decide how many hours per month you would like. You can choose to use your hours in any way you wish. Any given month, you may elect to use your hours for just one solution (i.e. Presenting) or divide them up between multiple solutions. Whatever you don't use **stays** in the bank!

### EXAMPLE

**Current Situation:** Client A has 3 people that need communication skills training and coaching. He also wants a new capabilities presentation and would like to have a new marketing campaign to support the new presentation.

### Hypothetical Monthly Experience:

**Presenting:** 3 - 1.5 hr sessions per mth (4.5 hrs)

**Messaging:** 1 - 4hr Messaging Session per mth

**Marketing:** 1 - 1.5 hr - Strategy Session

**\*Example:** 10 hours x \$300/hour = \$3,000/mth

### PRESENTING

Our **Presenting On Purpose™** communication skills training and coaching programs offer over **50+ learning modules** designed to help clients prepare, probe, design, deliver and get better results from meetings, presentations and phone calls. We offer **individual or group sessions, live or online-live via state of the art video conference technology.** People learn by doing, so expect a lot of exercises and a lot of presenting. Most communications are videotaped, viewed privately with the consultant and individual feedback is provided.

### MESSAGING

Our **Get The Message™** consulting projects involve working closely with individuals and teams to craft the most compelling message possible for your target audience. We create speaker notes for inside and outside sales teams, we build matching corporate slide presentations about the company and your products, we create a list of FAQ's and work with your team to develop codified answers to each. Lastly we strategize with you to assist in the design and development of new sales tools. Our end game is to create a comprehensive Sales Playbook.

### MARKETING

We serve as your **information architect.** Our role is to protect the structural integrity of the message, facilitate the creation of new ideas, guard the presentation assets and be **a go-between the client and the graphic design team.** We also work alongside the heads of marketing and sales to insure all the marketing communications adhere to corporate style guidelines and standards. Our **Market The Target™** solution unites us in **finding ways to connect** with our target audience. These ideas often find their way in to marketing campaigns, sales tools, web initiatives, TV commercials and taglines.

### SPEAKING

As part of the Consultant Retainer, we can serve as an **In-House Facilitator, a Value-Add Facilitator, or Keynote Speaker** at any or all company or company sponsored events, i.e. sales meetings, road shows, client events, seminars, workshops, webinars and the like. We entitled it **Speaking Of Value™**

### EXPECTATIONS

There is nothing more important than having **explicit shared agreements.** We go to extremes to make sure everything is clearly communicated. Whether it's with the client or the participant. We don't want nor like upsets, confusion, or dissatisfaction. We expect honesty and transparency from participants and clients, and **they expect that from us.**

### CONFIDENTIALITY

Protections of intellectual property including but not limited to copyrights, trademarks, patents, trade secrets and confidential business information is of paramount importance. Our **Consultant Retainer** was carefully written to clearly and **comprehensively protect both client and consultant.**

### TERM

The Consultant Retainer is a **monthly retainer agreement** and continues indefinitely. The client or the consultant may cancel the agreement at **any time for any reason.**



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