



# What's different about GPT's approach?

## Highly customized

Programs are tailored to your business objectives with strategic simulations, realistic role plays using detailed customer profiles, and real-time feedback for better awareness and instantaneous improvement.

## Immediately applicable

Highly realistic case studies, examples and simulations allow participants to work on their own real-life customers and situations. Individualized action plans immediately translate awareness into facts and action.

## Embeds behavioral change

GPT's blended approach with online, field application and live training workshops guarantees that new skills and behaviors are working long-term.

# ASML

*"To set your company apart from the competition you have to make the transition to a Total Customer Focus™ approach, and not settle for simply reacting to customer issues and providing basic customer service."*

**Tony Nazzaro**  
former VP Customer Service

## Who is Global Partners Training?



Global Partners Training (GPT) is an international customer relationship training company that focuses on helping clients grow their business worldwide.

We help clients boost sales, reduce costs, fix problems faster and distance themselves from competitors by developing trusted business partner relationships with their customers. We do this by delivering **Training That Sticks**, which embeds new behaviors in all customer-facing people. Your customers will see them as a part of their team, resulting in unrivaled customer loyalty.

GPT's programs have been implemented in more than 40 countries and have been translated and adapted for 11 languages and many more cultures. We serve some of the largest and most advanced companies in the technology, healthcare and industrial sectors.

**Please contact us to discuss your vision.**



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# Training That Sticks

## The Total Customer Focus™ Embedding Process

What matters most to your customers – price? Product? Brand? Nope. Research shows the experience customers have with your people in the field counts more than everything else combined.

You gain a competitive edge when your customer feels you are playing on the same team. The Global Partners Training (GPT) Total Customer Focus™ program, using Training That Sticks develops the skills your people need to develop trusted business partner relationships.

# The Embedding Process

The Embedding Process consists of two parts: Fundamental Embedding (phases 1-3) and Advanced Embedding (phases 4 and 5), implemented over a 3- to 5-month period. Our blended approach with online, field application and live training workshops, is key to ensuring that new skills and behaviors are working long-term.

## Fundamental Embedding

**Introduction:** A brief session of e-learning (15-20 minutes) that your participants complete independently before the start of Phase 1.

**Phase 1:** An online live preparation session (webinar) lasting 60 minutes

**Phase 2:** A 2-day face-to-face workshop, where TCF tools are presented and then applied with realistic case studies (simulations). Each of your participants leaves this workshop with an individual action plan.

**Phase 3:** Two live 90-minute follow-up coaching webinars for application monitoring and action plan implementation, using group-coaching techniques.



Total Customer Focus™ experiences (case studies, role plays, simulations) are adapted to your specific business objectives and the work roles of your participants. Sessions are organized according to your requested schedule.

## Advanced Embedding

**Phase 4:** A 2-day face-to-face workshop to embed the new work habits. This time, your participants work on their real-life situations. This step helps them overcome implementation barriers at the personal and group level. This workshop also ends with individual action plans.

**Phase 5:** Three live 90-minute insightful coaching webinars focused on embedding new work habits with the use of coaching techniques.

**Measured Outcomes:** Your program also includes **skills improvement** monitoring, **impact** and **return on investment** (ROI) measurements.

## What makes training stick?

### Embed new behaviors

The GPT Embedding Process makes your training program “stick”. Following this guided process, your participants methodically and efficiently change their routines and situational work habits for the better.

“Training That Sticks” relies on three main principles:

**Practice:** Exercise more than 80% of the time during face-to-face sessions. Extensive application in a safe environment motivates people.

**Support:** GPT provides continuous support and paced coaching opportunities.

**Community:** Develop a supportive community and learning culture where the program principles, concepts and vocabulary continue to be reinforced over time.



## Experience Training That Sticks

A **customized pilot program** allows your team to experience the full TCF toolkit and provides GPT and your leadership team with feedback needed to fine-tune the program for further rollout. GPT also conducts **multi-company public programs**, a terrific way to experience our toolkit on a smaller entry budget. Each experience is customized for the companies and participants in attendance and focused on situations of common interest. Public programs are organized in all regions (Americas, APAC, EMEA) and offered by the seat.

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