

About the Samurai Business Group®, LLC

At Samurai Business Group®, LLC, we're devoted to assisting sales organizations achieve sales mastery—ways of thinking and behaving that will drive long-term business success. We provide sales and sales management training programs, coaching, and consulting. And we're passionate about passing what we have learned on to those who are also devoted to the sales profession.

The Samurai approach is radical—instead of being based on a series of techniques developed from the anecdotal experiences of the author(s), the approach blends scientific research on human behavior, perception, and motivation with real world experiences to combine the “how to” with the “why.” The result is a methodology that not only trains you on what to do, but also provides an understanding of why it will be effective.

Samurai Sales Mastery Series™—A twenty module program that trains the sales force on how to: develop their human behavior skills and understanding; generate more quality opportunities; collaborate with the prospect during the buying process; and build long-term rela-

tionships with the customers and transcend the typical vendor/customer relationship to truly become “trusted advisors” to the client.

Shogun Sales Management Mastery Series™—A twelve module program that trains sales managers on: management roles, marketing strategies, managing sales teams and organizations, leadership, hiring and onboarding, and personnel management.

Our training techniques follow the *Harvard Adult Learning Model*, which utilizes an adult’s life experiences and critical thinking skills to expedite the learning process. The training sessions create a series of experiences that draw from the participant’s real life experiences and help them achieve a deeper understanding of the concepts and techniques. The content is packaged and delivered to the participant in a blended learning format that best matches the way the individual gathers and processes information.

The Samurai Business Group®, LLC can be contacted at:

150 N. Michigan Avenue, Suite 2800

Chicago, IL 60601

312-863-8580

info@samuraibizgrp.com

www.samuraibizgrp.com