



ADVANTEXE
the power of practice

DEVELOP THE BUSINESS ACUMEN COMPETENCIES NEEDED TO EXECUTE YOUR STRATEGIC INITIATIVES



Advantexe Learning Solutions is an award-winning, global training and performance consulting organization. We partner with you to build custom learning journeys to build the skills your managers and leaders need to execute their business strategies and achieve improved business results. Our curriculum solution library includes over 150 learning modules in Business Acumen, Business Leadership, and Strategic Business Selling.

At the heart of our learning journeys is a business simulation-centric learning approach to developing and applying skills. Our award winning simulations provide an opportunity to learn hands-on by making tactical and strategic business decisions in a risk-free environment. This environment encourages innovative thinking and experimentation that can then be applied directly to the real world for measurable business impact.



BUSINESS ACUMEN CONTENT AREAS

Our Business Acumen learning solutions build skills in a range of important content areas such as strategy, financial management, and marketing.

Assessing Markets and Competition	Understanding Profitability and Risk (Metrics of Performance)	Executing Strategy
Customer Segmentation	Voice of the Customer	Consultative Selling: Creating Client Value
Framework and Tools for Strategic Thinking	Business Strategy	Introduction to Strategic Thinking
Introduction to Financial Statements	The Income Statement	
Introduction to Marketing and Marketing Strategy	The Balance Sheet	
Introduction to Marketing and Marketing Tactics	The Cash Flow Statement	
Shareholder Value and Economic Profit	Measuring Performance	

STRATEGIC BUSINESS SELLING CONTENT AREAS

Our Strategic Business Selling solutions are built around a nine-step process that lays the groundwork for sales success. From preparing for the sale and initiating the dialogue to positioning a solution, closing the sale, and growing the business.

Business Acumen for Salespeople	Identifying Decision Makers	Strategic Business Selling Framework
Buying Styles	Initiating the Sale	Suspects to Prospects
Closing the Business	Positioning Value	Team Selling
Cross-functional Selling	Preparing to Sell	Understanding the Customer
Customer Business Strategy	Questioning (Strategic Business Questions)	Value Selling
Customer Finance and Profitability	Selling Styles	Voice of the Customer
Eight Essential Skills	Social Media Tools and Techniques	Strategic Business Selling Framework

BUSINESS LEADERSHIP CONTENT AREAS

We offer a wide range of customized leadership workshops from the basic Fundamentals of Business Leadership™ for supervisors and new managers to Advanced Business Leadership for directors and executives. Our library also includes topical workshops on subjects ranging from influence and delegation to generational leadership to global acumen

Active Listening	Emotional Intelligence	Managing Conflict
Change Management	Feedback (Performance and Peer)	Motivating Others
Coaching (Developmental and Performance Improvement)	Framework for Business Leadership	Performance Reviews
Communication Skills	Global Acumen	Personality Styles
Cross-cultural Communication	Goal Setting (SMART Goals)	Self-accountability (Establishing Culture Of)
Delegation	Horizontal Leadership	Strategic Thinking and Innovation
Delivering Difficult Messages	Individual Development Plans (IDPs)	Team Building (various versions)
Developing Others	Influence	Trust
Developing Relationships	Leadership Styles	Virtual Teamwork



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