

A photograph of a baby sitting in the center, surrounded by numerous stacks of US dollar bills. The baby is looking directly at the camera. The stacks of money are piled up around the baby, creating a large, circular arrangement.

“Smart Business Series”

K2 Strategies is proud to present a series of “Smart Business” one day seminars focusing on Leadership, Sales and Customer Care.

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“Smart Leadership”

K2 Strategies is a **global talent management** consultancy specialising in the training and development of individuals and teams in order to improve Peak Performance.

The K2 Smart Team, based across the UK and the UAE, are originally from Australia and started learning the **lessons of leadership** early in life with all of them working in service businesses whilst still in high school. They then took their careers on to the world stage and have led sales and customer care teams and organizations in Australia, Asia, the Middle East and Europe worth billions of dollars.



Come and learn how to be inspired and be an inspiration to others. This one day workshop seminar is a tool for your **leadership development**. It is designed to help you create and accomplish your personal best and to help you lead others to get extraordinary things done as you go **Beyond Peak Performance**.

At its core, smart leadership means setting goals, **lighting a path** and persuading others to follow. But the responsibility entails much more. By accepting the challenge, you come to realize that **the only limits are those you place on yourself**.

This seminar covers:

- ✓ Leadership demystified: What are the fundamentals of leadership? How does it differ from management? What are the characteristics of a good leader? How do leaders convey a sense of where we are going, even if they have little more idea than the rest of us on how the future will unfold?
- ✓ Leadership wars: What are the key debates about leadership? Are leaders born or made? Is leadership all hype and no substance?
- ✓ The triangle of tensions: Leaders struggle in three separate dimensions - the individual identity (who the leader really is), the canned role (the formal expectations, trappings and power of the leadership role) and the management process (the messy reality of what is really happening within and around the company). How does the Smart leader reconcile these demands?
- ✓ Learner leadership: Not only must leaders learn, practice and influence others, but they must also simultaneously teach others to lead. Sounds tricky, but with the right stages and processes in place, a Smart leader is in the making.
- ✓ The practical leader: Putting some of the management theory aside, learn five major lessons about practical, common-sense leadership.



“Smart Sales”

Come and learn how to be inspired and be an inspiration to others. This one day workshop seminar is a tool for your **sales development**. It is designed to help you create and accomplish your personal best and to help you outsell yourself to get extraordinary things done as you go **Beyond Peak Performance**.

At its core, smart sales means understanding **how to get customers** to want to buy from you. But the responsibility entails much more. By accepting the challenge, you come to realize that **the only limits are those you place on yourself**.

This seminar covers:

- ✓ Smart sales demystified: top sales people operate from 'Best Practices' conscious skills rather than just from patterned selling habits.
- ✓ Sales Psychology: How to get inside the customer's head by understanding their unique decision making process.
- ✓ Demonstrate versatility by switching to the particular thinking strategies used by specific customers.
- ✓ Learn the smart strategies/ tactics to mirror the customer.
- ✓ Understand the steps required for maximum productivity within a customer contact.
- ✓ Practical sales: Demonstrate how to move with the customer from their present position to where they would have to be to be enrolled in the possibilities provided from your value proposition.



“Smart Customer Service”

Come and learn how to be inspired and be an inspiration to others. This one day workshop seminar is a tool for your **customer service development**. It is designed to help you create and accomplish your personal best and to help you provide outstanding customer care to get extraordinary things done as you go **Beyond Peak Performance**.

At its core, smart customer service means recognizing that you will never get 100% satisfied customers but that you should never stop trying. But the responsibility entails much more. By accepting the challenge, you come to realize that **the only limits are those you place on yourself**.



This seminar covers:

- ✓ The Ten Golden Rules to Smart Customer Service.
- ✓ The Ten words you should never use with an angry customer.
- ✓ Understand the recognised principles of effective communication with customers when solving customer problems or dealing with.
- ✓ Understand the differences between providing a product and providing a service.
- ✓ Understand types of customers and how to deal with them.
- ✓ Why attitude is SO important in getting it right.
- ✓ Lessons learned from the world's great customer focused firms.
- ✓ Effectively handling complaints.
- ✓ How to build loyalty and retain customers for life.



The K2 Strategies SMART Team

Thomas King



Thomas is the founder and CEO of K2 and the driving force behind the international expansion of the business. He has lived and worked in Australia, Switzerland and the UK starting and growing businesses, leading sales and service teams and coaching and mentoring senior level executives. He was a Partner with Zenith Management Services in Sydney, Managing Director for Kienbaum International in the UK and MD for Innovative Franchising in Switzerland. In addition to running the business, he stays sharp by delivering training programs and speaking at conferences. He most recently addressed the UAE Military and Police on Leadership Lessons.

Neil is a dynamic entrepreneur who has developed and grown teams around the world. He started his early career in Australia and brings a wealth of experience in franchising, hospitality and retail operations having been Executive Vice President of Operations in Asia for Pizza Hut and President of Motivation Asia based in Manila. He later worked as Chief Operating Officer for a RFM Corporation subsidiary that owned Dairy Queen and Little Caesars across Asia. Neil was also a board member of the Dairy Queen International Advisory Committee. More recently he has been working with firms in the Middle East and South Africa advising on growth and marketing strategies and taking teams to the next level.

Neil Streeter



Dr. Patrick White



Patrick started life as an accountant, going on to complete a Masters in Marketing and then a PhD in Business Strategy and Leadership. After a successful corporate career he became a serial entrepreneur eventually selling his business which was turning over \$2 billion and employing 600 staff. He is an in-demand world class trainer and conference speaker having in the last 12 months worked in more than a dozen countries. Patrick enjoys training Senior level Leadership, Business Strategy, Finance and Organisational Behaviour.



Why come to a Smart Business Series seminar?

- ✓ We provide a value added “real life” seminar that will take you to the next level of thinking as to how you will deal with 21st Century challenges- a no-nonsense approach which is **highly interactive** and comes from our own experiences
- ✓ Identify those additional skills and tools that can lead to **dramatic improvements** in leading your staff, improving sales and customer retention
- ✓ We drive individual development and always get delegates to change their behaviour in a positive way resulting in improved performance
- ✓ Develop your ability to **influence and communicate** with others
- ✓ We have a consistent track record of delivering significant revenue growth quickly and providing **significant ROI**
- ✓ Become a better problem solver and decision maker by taking away practical ideas that you can **implement in your business** straightaway
- ✓ Our team have extensive experience of working within the Middle East and Asia and have a superb understanding of diverse cultures
- ✓ Discover how you can **prepare for and embrace** the forces of change
- ✓ We have delivered a range of excellent seminars and workshops with very high positive feedback from delegates, hence our **track record** is already proven

Who should attend?

Executives, professionals and managers who want to increase their effectiveness and performance at the organisational interpersonal and personal levels by overcoming leadership, sales and customer care challenges that prevent them from achieving organisational and personal goals.

Cost?

Fees are only US\$350 per delegate. Enjoy a 20% discount when a third person from the same organisation attends.

“Working with people, building true partnerships, going beyond Peak Performance”