



# Susan K. Wehrley

## Motivational Speaker

**Susan K. Wehrley:**  
*Author/Entrepreneur/Trainer/Coach/Speaker/Radio Host*

**S***usan K. Wehrley* is our **Corporate Training Facilitator**, President and Owner of Susan K. Wehrley & Associates, Inc. Susan has more than 20 years of experience in sales, marketing and training. Susan's entrepreneurial spirit was inspired by her mother, a successful saleswoman. She was also encouraged by her aunt, who was the former President of Mount Mary College in Milwaukee. Both women helped Susan discover her passion for business and adult education.



Susan's early vision to become a motivational speaker and coach led her to pursue a degree in Business and Communication at the University of Wisconsin -- Eau Claire. She completed her final year at the University of Wisconsin -- Milwaukee. Shortly after graduation, Susan began teaching Dale Carnegie Courses. She later became the #1 Sales Executive for Advo, Inc., a leading direct mail company. In 1987, Susan's focus shifted to raising her family while taking graduate level coursework at Marquette University to conduct research on how to develop effective Adult Development Programs that were authentic and practical rather than scripted and theoretical. Her work at Marquette prompted her to launch her own management training and consulting company in 1988.

Sixteen years later, Susan's programs are enriched by practical tips and success stories from her experience working with major corporations like Harley-Davidson, Pepsi-Cola, Rockwell International, Hyatt Hotels & Resorts, and Johnson Controls, just to name a few.

In addition to her corporate training, Susan K. Wehrley has a radio show called, Performance Solutions, which has aired weekly to over 3 million radio listeners.

# Programs:

## **Partnership Marketing: Sales and Customer Service Excellence**

### Inner Resistance: Your Sales Staff --Your Team

#### **Stage 1: A MINDSET OF ABUNDANCE**

First *we work with your sales staff and departments to overcome their own inner resistance*, causing them to view the marketplace and your company's capability through a limited perspective. We uncover the root cause of lower performance by identifying the thought patterns and feelings that are causing specific behavior choices that are leading to undesirable results within your company.

#### **Stage 2: DEVELOP A MARKETING PLAN**

We *help each sales person to create a marketing plan* so that their niche matches their passion, strengths and the company needs. From this plan, we lay out specific market segments, goals, activities and timelines to map out the success strategy.

#### **Stage 3: ENSURE CUSTOMER SERVICE EXCELLENCE**

*We will help you determine standards, policies and procedures for customer service excellence*, that are agreed upon by all of the departments. This is necessary to create a cohesive team that is focused on customer satisfaction. We will help your company establish these needed standards of performance so that your departments can work together to exceed expectations by having excellent communication and problem-solving skills. We will help you benchmark improvements and hold people accountable to doing their job well.

### Overcome Outer Resistance: Your Customer--the Marketplace

#### **Stage 4: IDENTIFY QUALIFIED SUSPECTS**

Next, *intuitive skills will be taught to help sales people to ask qualifying questions* to determine if the potential customer they are talking with is actually a qualified prospect and a good match for the company. This will help the sales force to use good time management skills, by identifying customers and market niches who are prime to buy now.

#### **Stage 5: CREATE SALES EXCELLENCE**

Once a potential customer is identified, *we will teach the sales force exceptional selling skills to sell the value of your products and services verses just price to make the sale*. Understanding the 4 components to value will ensure that prospects will want to do business with you. Our 10 step sales skills process will set your sales team apart from the rest because not only will they have the basic selling skills, they will have exceptional human relation skills to overcome resistance. .

### **Stage 6: REPEAT and LOYAL CUSTOMER**

Next, your staff will learn **skills to further explore the possible ways to partner together for mutual success**, because it is easier to get repeat business by expanding to other products and services you have to offer, when you have proven yourself the first time. You ensure repeat business by excellence, follow-through and by being curious about their business, their profit centers and their marketplace while offering the "How might we...? possibility attitude taught in training. .

### **Stage 7: REFERRALS**

We will teach you how to **focus on your customer's success and ask for referrals**. This is easy because when you are ensuring mutual success and profitability, your loyal customers will want to help you spread the word and refer other business to you.

**Moving From Manager to Leader will help you work with all three groups of employees to get the maximum performance results.**

Below are the 4 stages we use to move you from Manager to Leader:

**Stage 1: Assess** your role and responsibilities to ensure you are working at your highest level and capacity of influencing, visioning and leading your company. Assess your managers' roles and responsibilities so that they are prepared to hold employees accountable for activities and behaviors that support the strategic plan.

**Stage 2: Train** you and your managers with the skills necessary to be intuitive about problems at the "Tip of the Iceberg," address issues, problem solve, and hold people accountable.

**Stage 3: Coach** you and your managers on:

- Developing a strategic plan with clear company, department and individual goals and standards
- How to hold meetings that focus on achieving the strategic goals
- How to handle individual and cross department interaction that discuss and resolve situations where we are not focusing on the strategic goal
- How to bring out the best in individuals with positive, motivational techniques

**Stage 4: Benchmark & Recognize** the performance of each individual and department. We will also help you develop a Recognition Program that acknowledges employees who have met their strategic goals and individual performance standards. In addition, we will show you how to hold each employee accountable for goals not achieved and how to benchmark their progress towards those goals.

## **Leadership: Bring Out the Best in Yourself and Others**

### **Secret # 1: Embrace your Uniqueness**

*Who are you in your uniqueness: strengths and weaknesses?  
How do your weaknesses show up as you relate to others?  
How can I embrace the unique strengths and weaknesses of each of my employees/co-workers/departments and yet bring out their best?  
How might I become an effective coach versus taking on the work when people are not doing their part?*

### **Secret # 2: Embrace the Unknown**

*How might I identify my unique reactive pattern or leadership style when I face the unknown?  
How might I embrace and help lead change with others when they face the unknown?  
How might I become more aware of what is happening in the now: at work, in the marketplace, within myself and emotionally with others?  
How might I develop problem-solving skills to overcome obstacles and address issues with people in a proactive way?*

### **Secret # 3: Embrace your Intuitive Wisdom**

*How might I be more intuitive w/ my co-workers/employees and needed changes in our plans?  
How might I be wise in decision-making and communicating that change?  
How might I keep in tune by using a One Minute Meditation to get calm and centered and a 6-point intuitive check so that you can be clear and conscious in my decision-making?  
How might I learn the balance of trusting my gut and using my head, before I speak or act?*

### **Secret # 4: Embrace A Love in Something Bigger than Yourself!**

*How might I re-fuel the passion and enthusiasm within and with others?  
How might I deal with difficulties and difficult people so that our passion and focus can be re-ignited?  
How might I be a positive influence everyday by being aware of my thoughts, feelings and behavior choices?  
How might I discover the power of gratitude and positive thinking, even in difficult situations?  
How might I deal with difficult and situations through the power of empathy, compassion and forgiveness?*

## **Team Autonomy takes you through the 4 stages that develop a team.**

### **Stage 1: CLOSED COMMUNICATION**

Often times teamwork is stifled because of closed communication. We think that if we speak up, we might be judged or we might get a consequence we don't want to face. Or maybe it's the opposite situation. Perhaps we don't have a problem speaking up, but we do have difficulty listening. In either case, one-way communication inhibits teamwork.

### **Stage 2: UNRESOLVED CONFLICT**

Most people do not like the thought of conflict. They will speak up and listen, but when it comes to disagreement, they don't know how to agree to disagree. When conflict occurs, instead of creatively collaborating to find the best solutions, many people fight to be right, or flee out of fear. This leaves "the elephant in the room" which can appear in the form of low motivation or resentment. Although the team may appear to be working on the surface, the team is not performing at it's best because it is not synchronized.

### **Stage 3: OPEN COMMUNICATION**

Open communication allows for members of the team to have a voice on matters of concern. Communication alone will not create teamwork if it is done one-way through e-mails, through notes and through meetings that have someone TELLING others what to do or what has changed in a company. Communication that leads to effective teamwork is open-minded and two-way, which means everyone speaks their truth regarding their own feelings, needs and perceptions, yet in the same breath is open to the feelings, needs and perceptions of others. Changes and solutions are made collaboratively. Openness leads us to possibilities that perhaps no one could've thought about on their own because openness leads to curiosity and creativity.

### **Stage 4: TRUST**

Trust occurs when we have communicated and problem solved to a point where we are seeing the same vision and agree on the means to get there. The best decisions =the solution + the buy-in. When we have reached this point in our discussions, we have achieved a level of trust and become a high performing team!

## **The Personal Development Course outline.**

This can be tailor-made to suit your needs, once we conduct our assessment.

### **Secret # 1: Embrace your Uniqueness**

- Learn how fear and self-doubt shows up in your life: in your thoughts, in your attitude, in your feelings, in your behavior, and in your choices you make, at work and at home. Transform your fear and self-doubt into courage and faith so that you can become more clear, calm and confident in your personal and professional decisions!
- Discover how to become aware of emotions such as powerlessness, confusion, fear and shame. Transcend these feelings into courage so that you can see the truth about your situation, others and yourself with the wisdom, love and power; thus allowing you to speak up authentically and listen to others openly.

### **Secret # 2: Embrace the Unknown**

- Learn how being attached to the outcome effects your decision-making and can put you into a "Fight" or "Flight" reactive pattern. Learn the 3rd option of choice, which is to speak up, trust and allow.
- Discover what attachments get you stuck and how you can transcend your attachments into a more free way of living, so that you can transform into the change you envision, at work and at home.

### **Secret # 3: Embrace your Intuitive Wisdom**

- Learn the 60-second S.T.O.P. Technique to get clear, calm and centered at work and home, when facing the most difficult situations and people.
- Keep in-tune with the reality within you and around you by using a 6-point intuitive check so that you can be clear and conscious in your decision-making.

### **Secret # 4: Embrace A Love in Something Bigger than Yourself!**

- Discover a deeper love than your own desire to be comfortable and to feel important. Practice the One Minute Meditation, daily gratitude and positive thinking in order to keep your focus.
- Learn techniques to deal with difficult people and situations through the power of empathy, compassion and forgiveness.

### **Testimonials :**

*"It was a great investment to hire Susan K. Wehrley & Associates, Inc. to do our training. Susan is highly competent and knows how to motivate people to change." - Jeff Keierleber, President/Owner, Decade Properties*

*"We could see immediate results from Susan's training. She has innovative techniques for decision-making and problem solving that we still are using at our management meetings." - Dave Anderson, President, Harley-Davidson Supplier*

### **Tailor-made Training Programs**

*"Your programs add value because they offer more one-on-one coaching than any other training available. Our employees were extremely satisfied." - Gregg Tushaus, President, Tushaus Computer Service*

### **Sales**

*"In the several months that we have been using your services it's quite apparent we have come a long way. We continue to get positive feedback from the account executives, however, of equal importance is the feedback we get from our clients. We hear on a consistent basis how professional our team is. The ultimate complement is that our sales staff is prepared, buttoned up, and continually takes care of the customer. We feel we owe a lot of that to you and your company." - Bill Hurwitz, Corporate National Sales Manager, Milwaukee Radio Alliance*

### **Teamwork & Leadership**

*"The Leadership & Team Training program that you did with us recently was excellent. You were able to get us all to open up and talk about some difficult issues and then you gave us the tools and techniques to work on them in a constructive and productive manner. You truly did exceed my expectations for this training program."- Larry Starkey, Chief Executive Officer, Hempe Manufacturing Company, Inc.*

### **Power Hunch: Trusting Your Gut While Using Your Head**

*"I have found that it is often difficult to equate selling successes directly to sales training. The "Power Hunch" training provided by Susan K. Wehrley challenges this preconception. In fact, I contribute a considerable amount of credit to Susan's training in a significant win Pensar recently secured." - Steve Hoffrogge, Director of Sales, Pensar Corporation*