

## **K-METHOD EXECUTIVE SUMMARY**

***“What you cannot define you cannot reproduce, what you cannot reproduce you cannot measure, what you cannot measure you cannot control or manage”***

*Kurtis Smith President & CEO K-Method Group, Inc.*

### **About The K-Method Group**

The K-Method Group is a training organization specializing in teaching businesses and their selling professionals how to build, maintain and manage their book of business. The company operates its own online training platform called the K-Method Success Academy, where businesses and their selling professionals can subscribe for any of its ready made proprietary training courses or have a learning plan customized for the individual's personal developmental needs. Its focus is on delivering the core competencies in a step-by-step process along with the necessary tools individuals will need to achieve results that are predictable, repeatable and track-able.

### **K-Method Areas of Expertise**

The K-Method Group specializes in the design, set up and implementation of systems, strategies and processes that support Business Development and Customer Relationship Management activities of organizations and their selling professionals. The company's Founder & CEO, Kurtis Smith, developed these systems and processes out of necessity and as an answer to the ambiguous activities that selling professionals experience on a daily basis. The company's focus is to provide a roadmap that teaches the step-by-step activities that professionals will need to know in order to excel in these areas to build and sustain a profitable book of business.

### **K-Method Success Academy**

The K-Method Group operates the K-Method Success Academy, a web based learning center that delivers its proprietary training curriculum as well as provides the resources and tools for individuals' consumption and corporate training solutions. Its flagship training program is called Professional Standards for Sales Excellence (PSSE) and is a complete curriculum that consists of over 30 individual courses capable of being configured to meet the unique developmental needs of the individual. This comprehensive solution consists of training videos, workbooks, webinars and custom learning plans, all designed to produce measurable results for its subscriber.

### **About the Learning Platform**

K-Method Success Academy is an on-demand learning platform designed to deliver content 24 hours a day, seven days a week. This on-demand delivery model is designed to meet or exceed the most stringent security, reliability, scalability, and performance standards. There is no hardware or software to buy, install, or maintain. Users only require access to the Internet. This hassle-free approach is a smarter, more cost-effective alternative to the demands of traditional software system ownership, substantially reducing infrastructure and operational costs, as well as deployment time. Highlights of the K-Method Success Academy's learning platform features: on-demand web based training with 24/7 availability; scalable & cost effective training tool that empowers managers to engage employees with meaningful personnel development exercises; and essential tool for promoting ongoing training to achieve skill mastery.

## **About the Company's Founder**

Kurtis Smith is the Founder & CEO of The K-Method Group, Inc, & The K-Method Success Academy based in Oakbrook Terrace, Illinois, USA. With a diverse background as a United States Marine, Author, Sales and Management Professional, Mr. Smith brings with him over two decades of experience and know-how to the table. He is the creator of the Professional Standards for Sales Excellence training program, the most comprehensive library of courses built from the ground up to teach businesses and selling professionals how to **Build, Maintain** and **Manage** their book business. His groundbreaking work provides the core skills and processes that selling professionals must know in order to be effective in business development and customer relationship management. Mr. Smith is also the author of two books. His first book, Lessons from the Concrete Garden, is a by product of over a decade of research, development and field testing in order to identify and document the specific skill sets, characteristics and knowledge requirements of a highly skilled and professional salesperson. It provides real answers and proposes real solutions to improve the effectiveness and competency of these individuals through the implementation of specific systems and processes. Mr. Smith's second book, My \$500,000 MBA Degree, takes the reader on a step by step personal development journey and teaches exactly what needs to be done and the skills that need to be acquired to succeed as a selling professional in 2012 and beyond. This book lays out the actual training also known as the \$500K MBA training program that any business or individual can pick up, follow and be transformed.

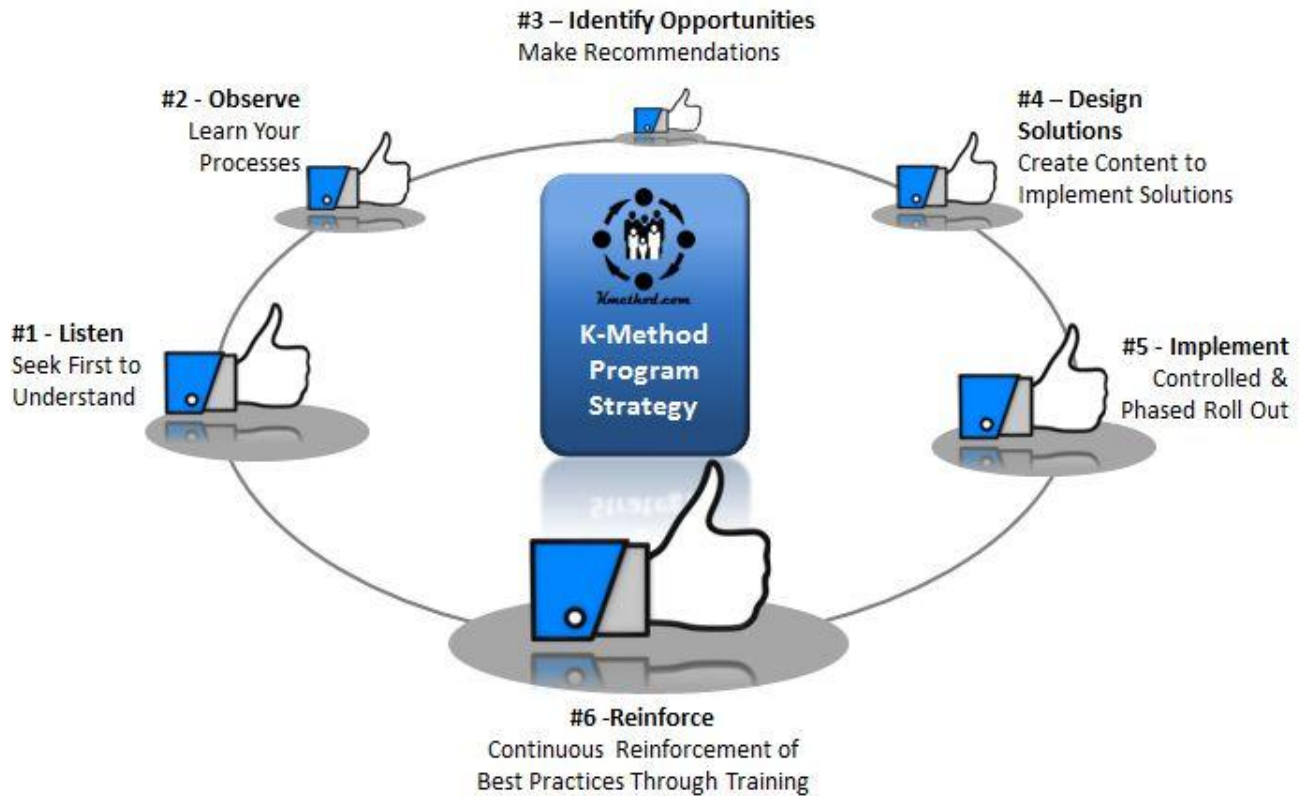
**Sample clients of K-Method include:** Acura, Honda, BDC Software, Ontray Media International, Omadan Healthcare, Cosmetology Industry, Thermosoft International and others.

## **Why Organization Retain the K-Method Group**

The primary focus of the K-Method Group is to deliver solutions to promote sustainable growth via its consulting and training solutions. Popular request include:

- Subscribing to the PSSE Training Program for Selling Professionals
- Subscribing to Prebuilt Learning Plans
- Developing Customize Training Content
- CRM Application Selection, Acquisition, Process Design & Implementation
- Business Process Design, Development & Implementation

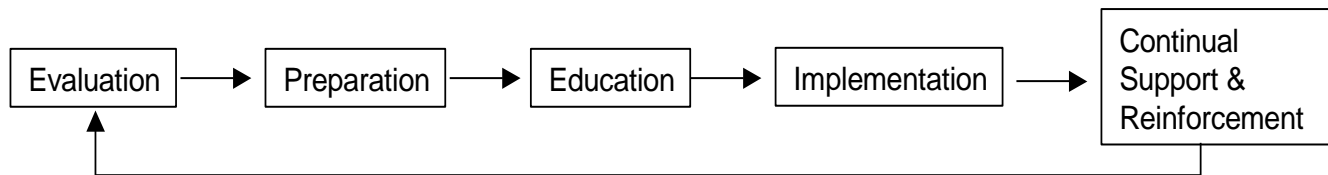
## The K-Method Approach – Our Secret to Delivering Solutions that Work!



The secret to K-Method’s continued success is in our approach to problem solving, process and content development. *“What you cannot define you cannot reproduce, what you cannot reproduce you cannot measure, what you cannot measure you cannot control or manage”*; that’s it! We seek first to understand before we try to be understood. We listen twice as much as we speak and we will not make a recommendation that does not include the continual reinforcement of the proposed solution so the learner can achieve skill mastery.

Because we are the premier experts at teaching businesses and selling professionals how to build, maintain and manage their book of business, our information requirements are specific and necessary to create the recommendations and subsequent designs that will be your customized solution.

## K-Method Engagement Strategy



### *Evaluation Phase:*

- Evaluate technology such as CRM and any supporting Client Databases
- Examine internal business processes that affect the sales and customer relationship management processes
- Identify marketing objectives to associate them with the different processes needed to achieve the objectives
- Identify current training processes and materials for everyone who is affected by the customer relationship and business development process.

### *Preparation Phase*

- Design the architecture of the entire program implementation and project plan
- Assemble data to develop budget, timelines and to set expectations
- Design & configure training course content and test for effectiveness (Enterprise roll out only)
- Design business processes for all activities for business development and customer relationship strategies

### *Education Phase*

- Train the trainer
- Train management
- Train the end user
- Deploy Learning Motion™ process
- Set implementation date

### *Implementation Phase*

- Set up roll out in three to five Phases
- Implement Learning Motion™
- Implement Business Reconciliation process

### *Milestone Review Implementation Phase*

7days, 14days, 30days, 60days & 90days

- Program Recap & Debrief
- Evaluation and Assessments
- Recommendations & Adjustments
- Goals, Objectives & Expectations for Next Review

### ***Milestone Review Maintenance Phase***

30days, +60days, +90days, +120days, as needed

- Program Recap & Debrief
- Evaluation and Assessments
- Recommendations & Adjustments
- Goals, Objectives & Expectations for Next Review

### ***On-Going Coaching & Business Support***

To be determined based on engagement

- Weekly meeting with managers and pertinent personnel
- Monitoring the effectiveness of the technology implementation to meet objectives and make recommendations for improvement
- Monitor and modify training content to meet expectations
- Provide monthly reporting to leadership regarding progress
- Make recommendations to improve program effectiveness

## Bringing It All Together:

The K-Method secret formula for creating change that last is to first identify and design the ideal process for achieving the results that our clients want to accomplish. We then select the specific courses from our proprietary library of skill and process base curriculum to construct a lesson plan that will teach the learner how to successfully produce results that are predictable, repeatable and track-able.

The result leads to K-Method Formula for Success: **S&P + CS x LM = SS**

**Systems & Processes + Correct Skills x Learning Motion™ = Sustainable Success**

