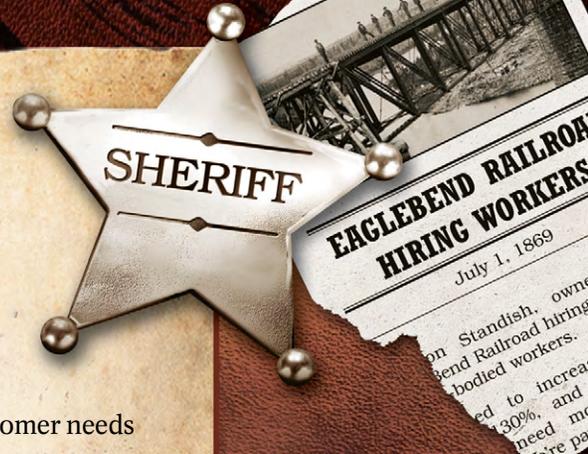


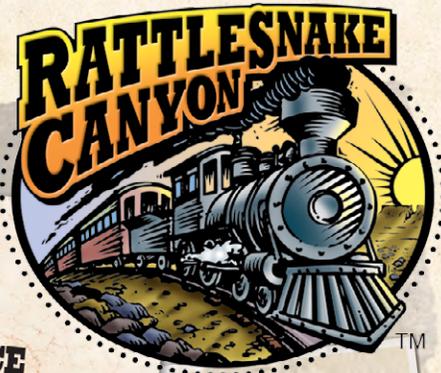


Forge Effective Partnerships and Stop the Competition in its Tracks



BUSINESS ISSUE

It all begins with a need. But do we really know what that is? Unless we identify the true customer need at the outset, all our efforts will fall short. And, once identified, how do we best satisfy that need and make a profit? Of course, we also have to contend with shifting market trends, competition and tight deadlines. How about some help? Rattlesnake Canyon™ animates this market scenario through a highly engaging and vivid learning experience. Step back in time—to the Wild West—and discover how to leverage effective partnerships to meet your customer's needs and create a significant competitive edge.



LEARNING OUTCOMES

You will learn to:

- Identify, understand and respond to actual customer needs
- Implement quick and clear communication to establish rapid, two-way comprehension
- Adopt a mindset for pursuing maximum profit potential
- Initiate efficient processes that expedite workflow and proactive customer service
- Develop strong and mutually beneficial partnerships, both internal and external

THE LEARNER EXPERIENCE

The Wild West of the 1800s was a place of rapid expansion and untapped opportunities. When the railroad proposes to connect Rattlesnake Canyon with the outside world, everyone—both Settlers and Merchants—can sense the business potential. But the schedule is tight, and there are only four weeks to secure all the materials needed for the track and a workers' camp. In this fast-paced, high-energy, simulated marketplace, you will soon grasp how powerful strategic partnerships can be—if you can forge them amid the hectic competition and limited resources! To do so you'll need to engage all of your sales, negotiation and communication savvy. How profitable will you be when the dust settles?

RESULTS

- 4 hour program
- Minimum group size of 20
- Teams of 2-5 participants
- Suitable for cross-functional and intact teams at all levels
- Ideal for use in both a conference and training setting



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