



THE "EDGE"
-- COURSE LINEUP --

2024

BROAD-BASED BUSINESS SKILLS



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Sales Solve ALL Problems!

Having started, sold, or currently operating multiple businesses. I learned that sales play a pivotal role in business success as it generates revenue, enabling companies to cover costs, invest in growth, and achieve profitability. It fosters customer relationships, builds brand awareness, and spurs innovation through feedback. Sales also optimize resource allocation, adapt to market dynamics, and ensure sustainability, making it a vital cornerstone of any thriving business.



Why Choose Me?

Hi, my name is Malcolm Evans I started Sales Accent in 2013. Initially, I wanted to just exit the corporate world and create a working lifestyle for myself. Then I got the bug and had to share my experiences. Starting my career in electrical controls and automation I put down my screwdrivers and test equipment and moved firstly into sales, marketing management, and then global business program management. I have had 5 separate careers and with that comes insight. I now provide coaching services and tools to individuals and companies that need to improve performance in sales, services, and operations by developing their key assets, i.e. their valued employees..

Why choose me? I provide validated and proven content to key individuals and teams. - I get what they want to do,

How? - I have wanted it and done it for myself. oh, and I am *very good* at it..



KEEP YOUR STAFF LONGER

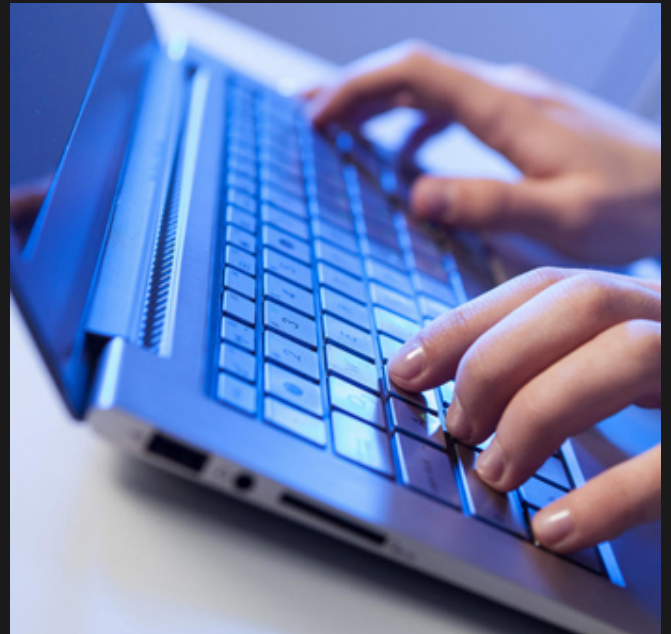
Every employer wants and needs learned skills and expertise from its employees. Why? To stay competitive!

These skills ALWAYS have to be updated and refined. When you can anticipate what is required - You become Extra competitive.

Employees and entrepreneurs must stay ahead to stay in business.

When an individual recognises this and proactively invests time and effort their value increases to an employer and their income security rises in proportion.

So, when employees think and behave like employers, extra doors naturally open.



SUCCESS WITH STABILITY!

Change is constant.

Imagine the things you learned in school, college or at a company. Are they still applicable? Probably, but the systems, tools and application of them has altered. If you are an employee that is working in an environment which is seated in outdated thinking and uses outdated systems you should see warning signs of possible instability..

You can insure yourself for the future with every small additional skill that you adopt and master.



AMAZING IDEAS TO EARN WELL

Very Popular Topic!

So, you want to break into Entrepreneurship?

Well, that's great, but know that it is no easy feat. There are many steps you must take just to prepare yourself to embark on the journey, and once you have started your business, many more steps to maintain the business. You will have a specifically designed to give you the mindset and the tools you need to start, run, and grow a business you can be proud of!



SALES MAKES MONEY

Welcome to the Sales Fundamentals workshop. Although the definition of a sale is simple enough, the process of turning someone into a buyer can be very complex. It requires you to convince someone with a potential interest that there is something for them in making their interest concrete – something that merits spending some of their hard-earned money.

This workshop will give participants a saleable skill. With basic sales skills and process, plus some sales tools, that they can use to seal the deal, no matter what the product, idea or service is.

INTERNET BUSINESS

The internet has forever changed the way that people shop and conduct business. Even experienced marketing professionals need help navigating the pitfalls of internet marketing. Integrating the marketing techniques with modern technology is essential for every business. With the appropriate skills, both companies and individuals will be able to create successful internet marketing techniques.





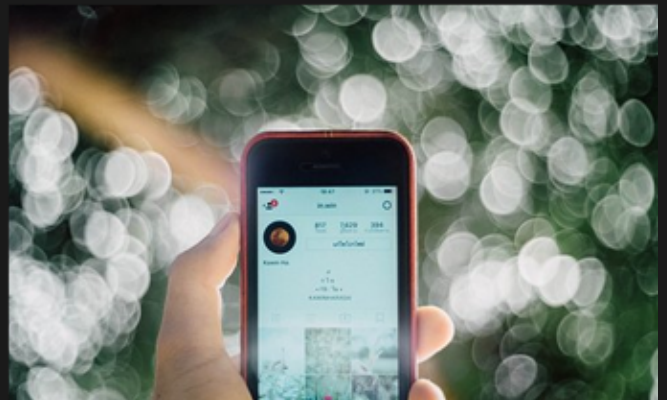
CREATE NETWORK

Everyone knows that networking is important to long-term business success. The networking process itself, however, can be confusing. Learning effective networking techniques will help you develop relationships that will benefit you both personally and professionally.

STAY UPDATED

The Communication Strategies workshop.

For the better part of every day, we are communicating to and with others. Whether it's the speech you deliver in the boardroom, the level of attention you give your spouse when they are talking to you, or the look that you give to the cat, it all means something. This workshop will help participants understand the different methods of communication and how to make the most of each of them.



KNOWLEDGE IS IMPORTANT

But

You just need "An Edge" for the interview.

Sometimes,



www.salesaccent.co

SOFT SKILLS ARE ALWAYS IN DEMAND



SUCCESS COMES TO THOSE THAT WANT IT..

AND WORK TO GET IT.

As an employer you want your people to be performing at their peak and to be "Flexible" in their skills and capabilities.


The Edge is an affordable and proven way to expand the Soft Skills toolkit that is part of the culture within your company. If it is not part of the culture, it should be!

As an individual, if an employer is not investing in your future you must do it for yourself.

The Edge is the way that you keep yourself current and ahead of your competitors..



SKILL UP - MOVE UP GET PROMOTED

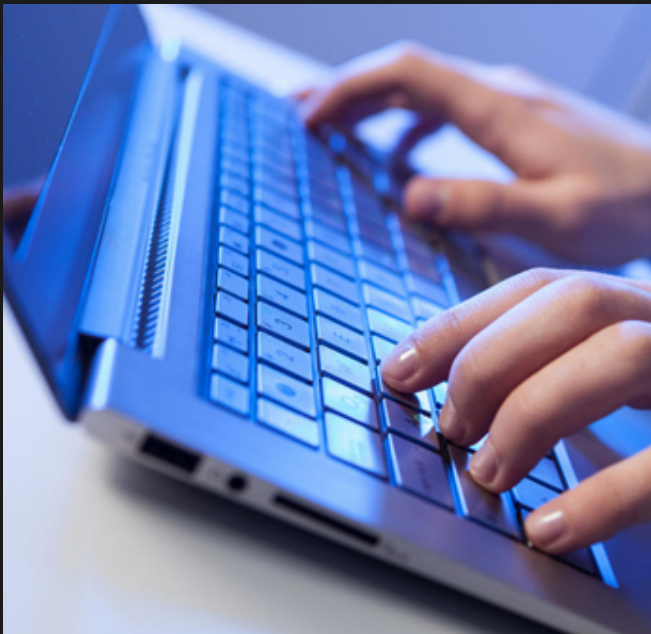
- 1 Accountability in the Workplace
 - 2 Administrative Office Procedures
 - 3 Administrative Support
 - 4 Adult Learning - Mental Skills
 - 5 Adult Learning - Physical Skills
 - 6 Anger Management
 - 7 Appreciative Inquiry
 - 8 Archiving and Records Management
 - 9 Attention Management
 - 10 Basic Bookkeeping
 - 11 Being a Likeable Boss
 - 12 Body Language Basics
 - 13 Budgets and Financial Reports
 - 14 Building Confidence and Assertiveness
 - 15 Business Acumen
 - 16 Business Ethics
 - 17 Business Etiquette
 - 18 Business Succession Planning
 - 19 Business Writing
 - 20 Call Center Training
 - 21 Change Management
 - 22 Civility in the Workplace
 - 23 Coaching and Mentoring
 - 24 Coaching Salespeople
 - 25 Collaborative Business Writing
 - 26 Communication Strategies
 - 27 Conducting Annual Employee Reviews
 - 28 Conflict Resolution
 - 29 Contact Center Training
 - 30 Contract Management
 - 31 High Performance Teams Remote Workforce
 - 32 Hiring Strategies
 - 33 Human Resource Management
 - 34 Improving Mindfulness
 - 35 Improving Self-Awareness
 - 36 In Person Sales
 - 37 Increasing Your Happiness
 - 38 Internet Marketing Fundamentals
 - 39 Interpersonal Skills
 - 40 Job Search Skills
 - 41 Knowledge Management
 - 42 Leadership and Influence
 - 43 Leadership Development for Women
 - 44 Lean Process and Six Sigma
 - 45 Life Coaching Essentials
 - 46 Manager Management
 - 47 Managing Personal Finances
 - 48 Managing Workplace Anxiety
 - 49 Managing Workplace Harassment
 - 50 Marketing Basics
 - 51 Measuring Results From Training
 - 52 Media and Public Relations
 - 53 Meeting Management
 - 54 Middle Manager
 - 55 Millennial Onboarding
 - 56 mLearning Essentials
 - 57 Motivating Your Sales Team
 - 58 Multi-Level Marketing
 - 59 Negotiation Skills
 - 60 Networking Outside the Company
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KEEP CURRENT

- 61 Creating a Great Webinar
 - 62 Creative Problem Solving
 - 63 Creativity: Thinking Outside the Box
 - 64 Crisis Management
 - 65 Critical Thinking
 - 66 Customer Service
 - 67 Customer Support
 - 68 Cyber Security
 - 69 Delivering Constructive Criticism
 - 70 Developing a Lunch and Learn
 - 71 Developing Corporate Behavior
 - 72 Developing Creativity
 - 73 Developing Emotional Intelligence
 - 74 Developing New Managers
 - 75 Digital Citizenship
 - 76 Diversity, Equity and Inclusion
 - 77 Employee Motivation
 - 78 Employee Onboarding
 - 79 Employee Recognition
 - 80 Employee Recruitment
 - 81 Employee Termination Processes
 - 82 Entrepreneurship
 - 83 Event Planning
 - 84 Executive and Personal Assistants
 - 85 Facilitation Skills
 - 86 Generation Gaps
 - 87 Goal Setting and Getting Things Done
 - 88 Handling a Difficult Customer
 - 89 Health and Wellness at Work
 - 90 Hi Performance Teams In the Company
 - 91 Networking Within the Company
 - 92 Office Health and Safety
 - 93 Office Politics For Managers
 - 94 Organizational Skills
 - 95 Overcoming Sales Objections
 - 96 Performance Management
 - 97 Personal Branding
 - 98 Personal Productivity
 - 99 Presentation Skills
 - 100 Project Management
 - 101 Proposal Writing
 - 102 Prospecting and Lead Generation
 - 103 Public Speaking
 - 104 Respect in the Workplace
 - 105 Responsibility in the Workplace
 - 106 Risk Assessment and Management
 - 107 Safety in the Workplace
 - 108 Sales Fundamentals
 - 109 Self-Leadership
 - 110 Sensitivity Training
 - 111 Servant Leadership
 - 112 Social Intelligence
 - 113 Social Learning
 - 114 Social Media In The Workplace
 - 115 Social Media Marketing
 - 116 Stress Management
 - 117 Supervising Others
 - 118 Supply Chain Management
 - 119 Taking Initiative
 - 120 Talent Management High Performance
Teams Remote Workforce
- 

STAY UPDATED

- 121 Team Building For Managers
- 122 Team Building Through Chemistry
- 123 Teamwork and Team Building
- 124 Telephone Etiquette
- 125 Telework And Telecommuting
- 126 Ten Soft Skills You Need
- 127 The Cloud and Business
- 128 Time Management
- 129 Top 10 Sales Secrets
- 130 Trade Show Staff Training
- 131 Train-The-Trainer
- 132 Trust Building and Resilience Development
- 133 Unconscious Bias
- 134 Universal Safety Practices



- 135 Virtual Team Building and Management
- 136 Work-Life Balance
- 137 Workplace Bullying
- 138 Workplace Harassment
- 139 Workplace Violence
- 140 Microsoft Office Specialist (MOS)
- 142 Access Essentials
- 143 Excel Essentials
- 144 Outlook Essentials
- 145 PowerPoint Essentials
- 146 Word Essentials
- 147 Excel Expert
- 148 Word Expert



Soft Skills

Sharpening Saws

Ready to be An Entrepreneur?

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Design and Build Your Curriculum

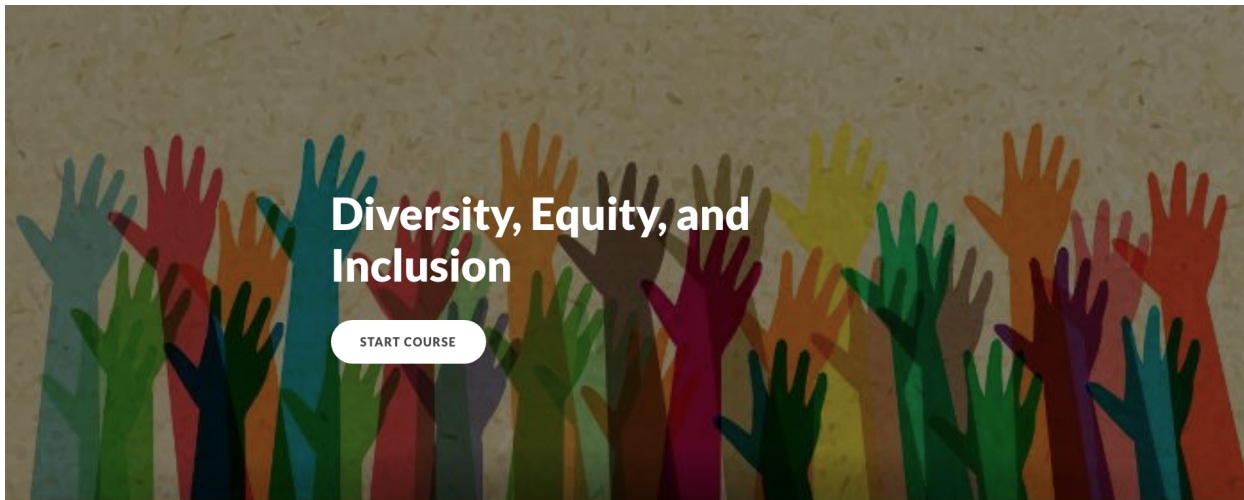
Carefully Selected Learn On-Demand Courses

- Appreciative Inquiry
- Assertiveness And Self Confidence
- Body Language Basics
- Business Acumen
- Business Etiquette
- Business Writing
- Creative Problem Solving
- Customer Service
- Customer Support
- Developing A Lunch and Learn
- Developing Creativity
- Developing New Managers
- Entrepreneurship**
- Event Planning
- Goal Setting and Getting Things Done
- Handling a Difficult Customer
- In-Person Sales
- Internet Marketing Fundamentals
- Motivating Your Sales Team
- Negotiation Skills
- Networking Outside the Company
- Organizational Skills
- Personal Branding
- Public Speaking
- Risk Assessment and Management
- Social Media Marketing
- Stress Management
- Ten Soft Skills You Need
- Top 10 Sales Secrets
- Virtual Team Building and Management



A new career is waiting

Is it your time? - Start learning new skills TODAY!
An ideal gift for anyone looking for more career opportunities.



Course Example : For a Diverse World

The world is diverse; it is made up of people who have different backgrounds, traditions, and beliefs. A Diversity, equity, and inclusion (DEI) initiative is an important step towards creating a culture where every individual is acknowledged and supported, regardless of their differing background. It helps us to recognize the value of diverse voices, as well as other individual differences, such as gender, race, religion, ethnicity, or sexual orientation. Ultimately, a diverse workplace will lead to better innovation and success. Through inclusive language and leadership, everyone is encouraged to evolve both personally and professionally.

Many organizations are working towards fostering a workplace culture that is committed to DEI practices and ensuring that every voice is heard. The Diversity, Equity, and Inclusion course will provide participants with the tools to recognize social biases, respond to microaggressions, as well as provide resources to create a safe and welcoming work environment. With strong team commitment and courage, we can create a sense of belonging for *everyone*.

This course can be delivered as self-learning or as a facilitated workshop - Combining both is a perfect introduction to this important subject.

Interested? Contact us for more information.



THANK YOU

The above-offered content is designed to be part of self-paced learning or to be effectively combined as an element of our coaching courses.

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- **As a coach** this will augment your offering and experience.
- **As an employer**, this will give you affordable tools to develop and retain your talent pool.
- **As an individual** these courses will help you enhance the skill set that you have to offer.

for info and pricing :

mycoachmalcolm.com

