

## Our Capabilities



Tailored to Your Needs

Consultants & trainers in sales, presentations, negotiations and influence

# A brief introduction

tailored to your needs

*In 1900, two Swedish immigrants who had experienced some success prospecting in the Klondike gold rush decided to find a less rigorous way to make a living. The two formed a partnership and invested their modest fortunes in a shoe store in the booming town of Seattle. Knowing nothing about merchandising or selling, and very little about shoes, the partners stocked all styles in medium widths. While business was respectable, it wasn't long before one of the partners observed that the needs of their large-boned customers weren't being met. So the two started stocking larger and wider sizes as well, and soon the store, Wallin & Nordstrom, gained a reputation for its vast selection and inventory. Today, of course, Nordstrom is known worldwide for setting the standard in customer satisfaction.*

**J**ust as John Nordstrom knew that one size doesn't fit all when it comes to shoes, Zehren♦Friedman Associates understands that every company we serve has different needs when it comes to training. As experienced consultants and trainers in the persuasive arts of sales, presentations, negotiations and influence, we practice what we preach: first understand the needs and objectives of your clients, then tailor your product or service to address those unique needs.

Since our first client engagement in 1989, Zehren♦Friedman Associates has avoided a simple reliance on off-the-shelf training solutions. Rather, we tailor or custom design as the client's needs dictate, and then deliver seminars that focus on skill development and behavior change.

Small by design and non-bureaucratic in approach, Zehren♦Friedman Associates is a select team of skilled professionals who draw on a broad range of experience in sales, sales management, training and education. We are agile and flexible in managing our client relationships and responding to client needs. In the classroom, we are supportive and tough in helping our seminar participants move to higher levels of skill and performance.

Four attributes have distinguished us and helped us prosper as we serve some of the finest (and most demanding) companies in America and overseas:

- We are expert at understanding our clients needs and tailoring courses to meet them
- We use a highly interactive skill building approach in the classroom
- We teach concepts and models that transfer easily to the workplace
- We work with clients to follow-up, reinforce and coach skills to continue the learning process after the seminars have ended

These attributes allow us to elevate the techniques of persuasion to the art of *Principled Persuasion*.

# Our values and services

## the art of principled persuasion

*Throughout history and literature there have been many persuasive but unprincipled characters – from the Devil, to traveling medicine men selling miracle cures from the backs of wagons, to modern day marketers promising unbelievable and undeliverable products or results. While these characters may get immediate results, their success is usually short lived. After all, many medicine men were tarred, feathered and run out of town on a rail. Today, they do jail time instead!*

*To establish productive, mutually beneficial relationships, persuasion must be more than convincing...it must be “principled.”*

The concept of *Principled Persuasion* is the thread that runs through all we do. It forms the basis of our Sales, Presentation, Negotiation and Influence training and consulting. Without principles to guide and direct persuasion, both the methods and the outcome of persuasion can go astray.

This highly principled approach to persuasion is not a mild or indifferent approach, but one that actually gives license to a very assertive pursuit of sales, presentation, negotiation and influence objectives. Strong principles do not weaken persuasion, rather, they provide a guidance system that produces better communication, better solutions and better relationships.

## Skills Training and Beyond

We are dedicated to skill enhancement and improved productivity, not merely to holding highly praised training events. The services of Zehren♦Friedman Associates center on the classroom, but they don't begin or end there.

With assistance from project partners, our range of services includes:

- Needs assessment
- Coaching / consulting on sales, presentation, negotiation and influence
- Program design
  - Off the shelf
  - Tailoring
  - Customization
- On-line options
- Coach the coach and other reinforcement
- Post Seminar Measurement



# Our people

## DAVID ZEHREN



David's first job after college was in computer sales for IBM, where he called on national accounts. When he wasn't busy selling, he was busy in the classroom, first as a trainee and later as an instructor. From there it was on to...

...the world of academics – specifically, The Graduate School of business at The University of Chicago for 11 years. As Director of the Evening MBA Program, David's responsibilities included counseling students on academic and career issues. Eventually, this led him back to...

...the business side of adult education at The First National Bank of Chicago where he worked for eight years as vice-president and training manager on the corporate side of the bank. David personally conducted seminars for bank officers in the U.S. and overseas, and had overall responsibility for the development and delivery of product knowledge and skills training, using both vendor and in-house resources. This ultimately provided him with the experience and desire to ...

...launch a training and consulting practice in 1989, which grew into Zehren♦Friedman Associates. Over the years, David has designed and written numerous seminars on the topics of selling, presenting and negotiating, and has customized these for specific industries and specific job functions. He has conducted seminars throughout the U.S. and in South America, Europe, Asia, Australia and Africa.

## JOSEPH FRIEDMAN



After earning an MBA Degree from The Ohio State University, Joe started his career at the business school at Northeastern Illinois University where he taught courses in sales and marketing, management, finance and personnel. After teaching these topics several dozen times, Joe figured he understood the concepts well enough to apply them in the business world. This led him to...

...The First National Bank of Chicago, in 1981. In six years in a variety of jobs at the bank, Joe learned how to sell intangible products, developed Employee participative management programs, taught corporate and private bankers to sell and present, and met David Zehren. With this background, in 1987 Joe made the transition to...

...a Chicago based company specializing in presentation skills training. In six years as VP/Midwest Regional Manager, Joe designed and sold training services, spent 100+ days in the classroom each year, and managed the sales effort in a 20-state region. Realizing that selling and delivering training was his passion, the natural step from there was to ...

...team up with his good friend David to form Zehren♦Friedman Associates. Joe is now “living happily ever after.”

# Our people

**JOCK MURRAY**



After earning a degree from the College of Education at the University of Kentucky, Jock was named Director of Training & Development for Sigma Chi Fraternity/Foundation. From the non-profit sector, Jock moved to...

...Abbott Laboratories as an Account Executive, selling both high end capital equipment and diagnostic supplies. Jock's success in sales laid the foundation for several other positions at Abbott including Division Sales Trainer, Product Manager and ultimately District Sales Manager, with eight Area Managers and Major Account Executives reporting to him. With these finely developed skills in sales, training and sales management, Jock was a natural candidate for...

...Zehren♦Friedman Associates, where he markets and delivers our training and consulting services to clients in a broad range of industries.

**TOM ROSENAK**



Upon graduation from Marquette University, Tom entered the field of advertising sales with Gateway Outdoor Advertising. From there he moved to 3M media, a leader in out-of-home advertising. While at 3M, Tom became interested in training and continuing education, which led him to...

...a non-profit organization dedicated to interpersonal skills training. In his eight years there, Tom honed his classroom skills and was promoted to Chicago Center Director, where he was responsible for marketing, training and certifying new instructors. Eventually, Tom discovered that with his considerable marketing and training skills...

...the call of the private sector was more than he could resist – especially the siren call of Zehren♦Friedman Associates.

**BOBBIE THOMAS**



Bobbie has over twenty years experience in sales, sales management, consulting, training and program design. For thirteen of those years...

...she was a top producer and then Senior Vice President for a large communication training and consulting firm. Bobbie holds a PhD from Michigan State University in Business Administration and Higher Education Administration; in her spare time she teaches in the MBA and Executive MBA programs at Loyola University.

At Zehren♦Friedman Associates, Bobbie heads our business development efforts.

## Our people

### BLANCHE ROBERTS



Blanche is a very talented and experienced seller and manager. After receiving undergraduate (Dartmouth) and MBA (DePaul) degrees, Blanche joined The Northern Trust's International Cash Management Department. She also worked at First Chicago (now Chase) and was a Vice President at ABN/AMRO...

...until the call of the consulting world beckoned. Blanche specialized in business development and consulting within the treasury management services function of Arthur Andersen and was a director at PricewaterhouseCoopers until in 2007...

... when she joined Zehren♦Friedman Associates. Blanche focuses on business development, selling to financial services prospects and clients as well as a variety of other industries.

### DONALD HOUGH



Don is a seasoned sales manager and also a superior classroom trainer. He began his career selling business intelligence systems at Metaphor Computer systems where he exceeded his first sales quota by 500%. Don sharpened both his sales skills further...

... at Arthur Andersen and IBM. This led to a position managing the Northeast Region for Corporate Executive Board, marketing executive memberships. In early 2009...

...Don joined Zehren♦Friedman Associates and has spearheaded efforts to inform clients and prospects about our services and our proven return on investment.

### JUDITH BEGOUN



Judith is our Vice President and General Manager. In addition to supervising all administrative and production operations, she is responsible for the development of our strategic and marketing plans. After earning an MBA degree, Judith worked as manager of treasury operations for Rand McNally and as CFO of an insurance industry service company.

At Zehren♦Friedman Associates, Judith graciously tolerates input from David and Joe, and then quietly proceeds to make it all work.

# Our people

## OTHER MAJOR CONTRIBUTORS:

- **Lee Melchior** – does program design, delivery and coaching with us
- **Dr. Barry Kaufman** – does presentation and media training with us
- **Dionne Castillo** – is our office manager
- **Jamie Fillmore** – provides marketing, web and technical support