

PREVIEW GUIDE

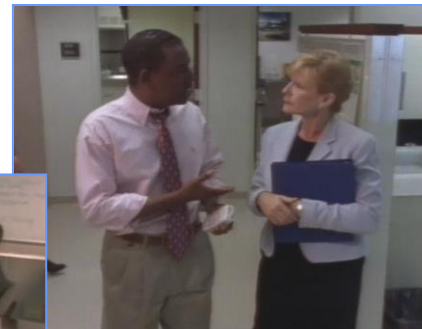


We're on the Same Team, Remember?

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INTRODUCTION

Perhaps because the organizational world is changing so often and so radically, it's rare in the training world for a training video to achieve the position of true "classic." It requires a truly rare blend of timeless message, compelling instruction and memorable entertainment value, not to mention a story that illuminates without being dogmatic or moralistic.

In Customer Service training, there is CRM's classic **REMEMBER ME? Second Edition**, which simply and effectively allows viewers to put themselves into the shoes of the Customer. And there is also the Longman Training video, **WE'RE ON THE SAME TEAM, REMEMBER?**, which has given generations of viewers an engaging view of customer service from a unique team perspective. The video shows how a well-meaning, hard-working organization loses a critical sale due to a combination of errors and miscommunications. Over the years, this video has been used in countless training sessions on teamwork, listening skills, communication, empowerment and customer service. Now, by special arrangement with Training Direct, CRM is proud to announce the release of a newly-revised version of that customer service classic.

WE'RE ON THE SAME TEAM, REMEMBER? Revised Edition updates the timeless message, that we're all part of team success, or failure, each and every day in a hundred small ways. For those viewers familiar with the earlier version, you'll find the same compelling instruction now updated for our team-conscious organizational times. For those who may be seeing the video for the first time, you're in for a rare treat: a universal training message that has special significance for today's viewers, whether a part of formal "teams" or not.

Along with the newly-revised video, CRM is also proud to provide you with a complete training package, which includes specially-edited **Video Discussion Segments**. These **Discussion**

BACKGROUND

Who's responsible for winning customers and keeping them satisfied? Obviously, all sales, marketing and customer service personnel are at the forefront of this effort. But for them and your organization to succeed, they need the full support of all other employees, as well.

Everyone is responsible for your organization's success. But do all employees acknowledge this crucial responsibility? Do they inject a spirit of teamwork and cooperation into everything they do? Does a genuine service attitude pervade all of their interactions, with customers and with each other?

WE'RE ON THE SAME TEAM, REMEMBER? Revised Edition raises a host of issues on what it really takes to be a team player. In this compelling and realistic case study, your viewers will see how employees from several departments within a organization:

- Don't pull together.
- Perceive their jobs from a limited, personal perspective.
- Adhere rigidly to formal job descriptions and policies.
- Don't follow through on promises.
- Misplace priorities.
- Misuse their authority as team leaders and team members.
- Lose sight of the customer's point of view and the needs of their colleagues.
- Fail to serve the overall good of their organization.

As a result of these and other mistakes, the firm lets the biggest sale of the year slip away, leaving its top sales representative asking himself, "What went wrong?"

WE'RE ON THE SAME TEAM, REMEMBER? Revised Edition is a powerful consciousness-raising video that is must viewing for every member of your organization. Rather than furnishing

SUGGESTED TRAINING DESIGNS

The following Training Designs suggest ways for you and your program's participants to get the most out of **WE'RE ON THE SAME TEAM, REMEMBER? Revised Edition**. Three Training Designs are included, for sessions ranging from an hour to a half-day. All Training Designs are intended for team leaders and team members alike.

- **Training Design 1** is 57 minutes long. It is ideal for a lunch hour or other condensed training session. Its purpose is to help participants better understand that each one of them is responsible for helping the organization succeed and for serving its customers.
- **Training Design 2** is 2 hours, 35 minutes long. It provides participants with analysis, discussion, exercises and worksheets to guide them in developing specific plans for helping the organization succeed and serving its customers. In this training design, it is suggested that the video be shown and discussed in three parts. Each part highlights the events of a different day in the life of a organization's efforts to make a sale. Showing the video one part at a time, instead of straight through, enables participants to assess the impact of each day's events on the sale and to predict what consequences may follow.
- **Training Design 3** is 4 hours, 20 minutes long. It allows you to show the video straight through and have participants briefly discuss their reactions in general terms. Then you can incorporate into your session a series of **Video Discussion Segments** that have been provided on a second video cassette. These are designed to be used in a stop-and-go, interactive format to elicit more in-depth follow-up discussion of the numerous issues explored in **WE'RE ON THE SAME TEAM, REMEMBER? Revised Edition**. Each video segment reprises a key scene from the video and is followed by on-screen questions. Pausing the video for these questions enables participants to put themselves in the place of the

characters. They can explore what action or decision they might make under the same circumstances. They can also discuss the broader implications of the underlying moral or message raised by each segment. You may use all **Video Discussion Segments** in order, or only those that serve your particular situation. **Training Design 3** also includes additional exercises and worksheets that are not included in **Training Design 2**.

Choose the Training Design that best meets the needs of your group, the time available and your overall training objectives. Feel free to customize whichever Training Design you select, using whatever discussion questions or exercises best suit your purposes.

Whichever Training Design you use, it is recommended that you preview the video two or three times before showing it to your audience. It features a sizable cast of characters and a fast-moving story line.

- On your first viewing, focus primarily on the video's overall messages and ultimate outcome.
- On your second viewing, pay particular attention to individual characters and specific incidents. How does each character and incident affect the outcome? To assist you during this viewing, you may want to refer to the **Cast of Characters Organizational Chart** on page 9 of this Guide.
- A third preview may also be valuable. This time, you may want to stop the video after each incident and customize the discussion and activities included in this Guide's Training Designs to your own purposes and objectives.



OBJECTIVES

After watching the video **WE'RE ON THE SAME TEAM, REMEMBER? Revised Edition** and taking part in the Training Designs, participants will be able to:

- Recognize each team member's responsibility for helping the organization succeed.
- Recognize each team member's responsibility for ensuring the satisfaction of the organization's customers.
- Understand the importance of taking initiative, using creativity, acting flexibly and "doing a little extra" to serve customers and help the organization succeed.
- Understand the importance of working together effectively with other departments and work teams.
- Identify ways of improving service to internal customers.
- Understand the importance of treating not just all colleagues but all members of the customer's team with respect.
- Understand the importance of following through on promises to colleagues and customers.
- Recognize each team member's responsibility for the organization's public image.
- Recognize when it is appropriate to challenge a team leader.

FOR PREVIEW ONLY



TRAINING DESIGN 1


- 1 Welcome the group and tell them that this is a session about how everyone in the organization is responsible for helping the organization succeed and for serving its customers. (1 minute)



57 minutes

- 2 Ask participants to briefly identify their work team or department. Then tell the group that during this session we'll be taking a broad view of how we see ourselves as team members. That is, we'll be looking at ourselves not only as members of our immediate work teams, but as members of our organization's team and, ultimately, as members of our customers' teams.

Audience:
Team leaders and
team members

- 3  Introduce the video **WE'RE ON THE SAME TEAM, REMEMBER? Revised Edition**. Explain that the video focuses on a organization's efforts to make a sale to a major customer. Clarify that the video doesn't spell out solutions. Instead, it challenges us to evaluate what we observe and to develop our own solutions. **Show the video.** (20 minutes)

- 4 Ask participants why they think the organization lost the sale. As participants identify contributing factors, list these on a flip chart or chalkboard. Some of these factors might include:

- Viewing jobs too narrowly.
- Viewing formal authority too narrowly.
- Using organization policy too rigidly.
- Communicating poorly.
- Failing to follow through on promises.
- People focusing only on their own problems instead of trying to solve the problems of internal and external customers.


TRAINING DESIGN 2

NOTE: In this training design, it is suggested that the video be shown and discussed in three parts. Each part highlights the events of a different day in the life of a organization's efforts to make a sale. Showing the video one part at a time, instead of straight through, enables participants to assess the impact of each day's events on the sale and to predict what consequences may follow.



2 hours, 35 min.

Audience:
Team leaders and
team members

- ❶ Welcome the group and tell them that this is a session about how everyone in the organization is responsible for helping the organization succeed and for serving its customers. Have participants complete **Exercise A**. (8 minutes)
- ❷  Introduce the video **WE'RE ON THE SAME TEAM, REMEMBER? Revised Edition**. Explain that the video focuses on a organization's efforts to make a sale to a major customer. Clarify that the video doesn't spell out solutions. Instead, it challenges us to evaluate what we observe and to develop our own solutions. Tell participants that the video consists of three segments, each highlighting the events of a different day in the life of the sale. Explain that these segments will be shown and discussed one at a time. **Start the video. Stop the video** when the title "A Few Days Later..." appears on the screen. (9 minutes)
- ❸ Get participants' reactions to what they have seen so far. Specifically, have them discuss:
 - What problems do you see?
 - What's going OK in this organization?
 - In what ways are different people either helping or hindering what their organization is trying to accomplish?

TRAINING DESIGN 3

NOTE: A series of **Video Discussion Segments** have been provided on a second video cassette. These are designed to be used in a “stop-and-go,” interactive format to elicit more in-depth follow-up discussion of the numerous issues explored in **WE'RE ON THE SAME TEAM, REMEMBER? Revised Edition**. Each segment reprises a key scene from the video and is followed by on-screen questions. Pausing the video for these questions enables participants to put themselves in the place of the characters. They can explore what action or decision they might make under the same circumstances. They can also discuss the broader implications of the underlying moral or message raised by each segment. You may use all **Video Discussion Segments** in order, or only those that serve your particular training situation.



4 hours, 20 min.

Audience:
Team leaders and
team members

Before the session, decide how you want to structure the discussion of the questions in each **Video Discussion Segment**. You may either:

- **Pause** the video for each question and have participants discuss it before proceeding to the next question, **OR**
- **Stop** the video **only** after the entire series of questions have appeared on screen. A title “**Please stop the player for discussion**” appears on screen after the final question to cue you when to stop and proceed with discussion.

Note: If you prefer to pause for each question, be aware that some players revert to the **Play** mode after being held in the **Pause** mode for some time. Also, some players have poor visual quality in the **Pause** mode. To avoid surprises during the session, it is recommended that you check the performance of your player in advance.

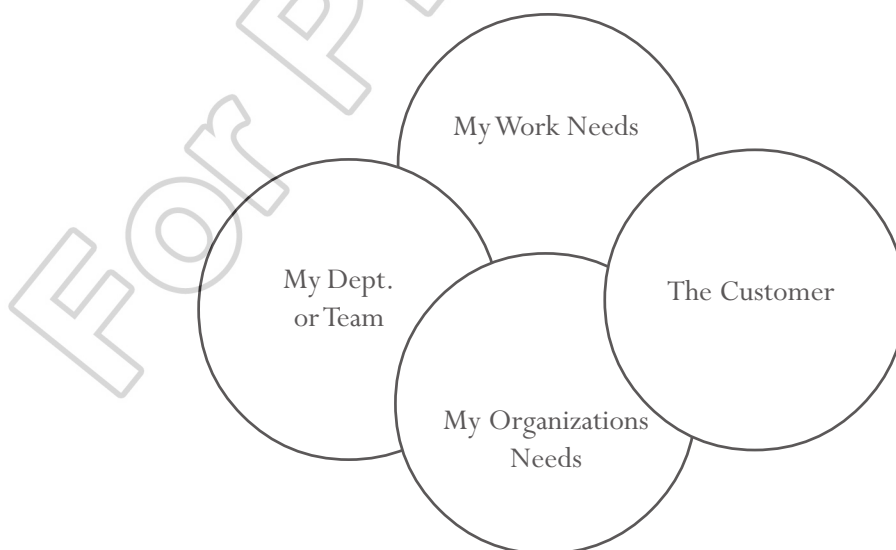
WORKSHEET A: PERFORMING BEYOND MY JOB DESCRIPTION

Directions: As members of an organization, we're individuals with individual work needs, but we're also part of a series of overlapping circles of interrelated teams with their own needs. List in the blanks provided four discrete **Task Functions** you fulfill in your job (Examples might be: bookkeeping, scheduling shipments, filing reports, etc.).

1. _____
2. _____
3. _____
4. _____

Now, place at the appropriate place on the chart, four marks corresponding to the four **Task Functions** you've identified.

i.e. – “ordering stationery” may fulfill Individual and Team Needs but do little to fulfill Customer Needs. On the other hand, “Answering Customer Questions” may fulfill a customer’s need for information, but not meet any formally expressed Team or Organization Need.



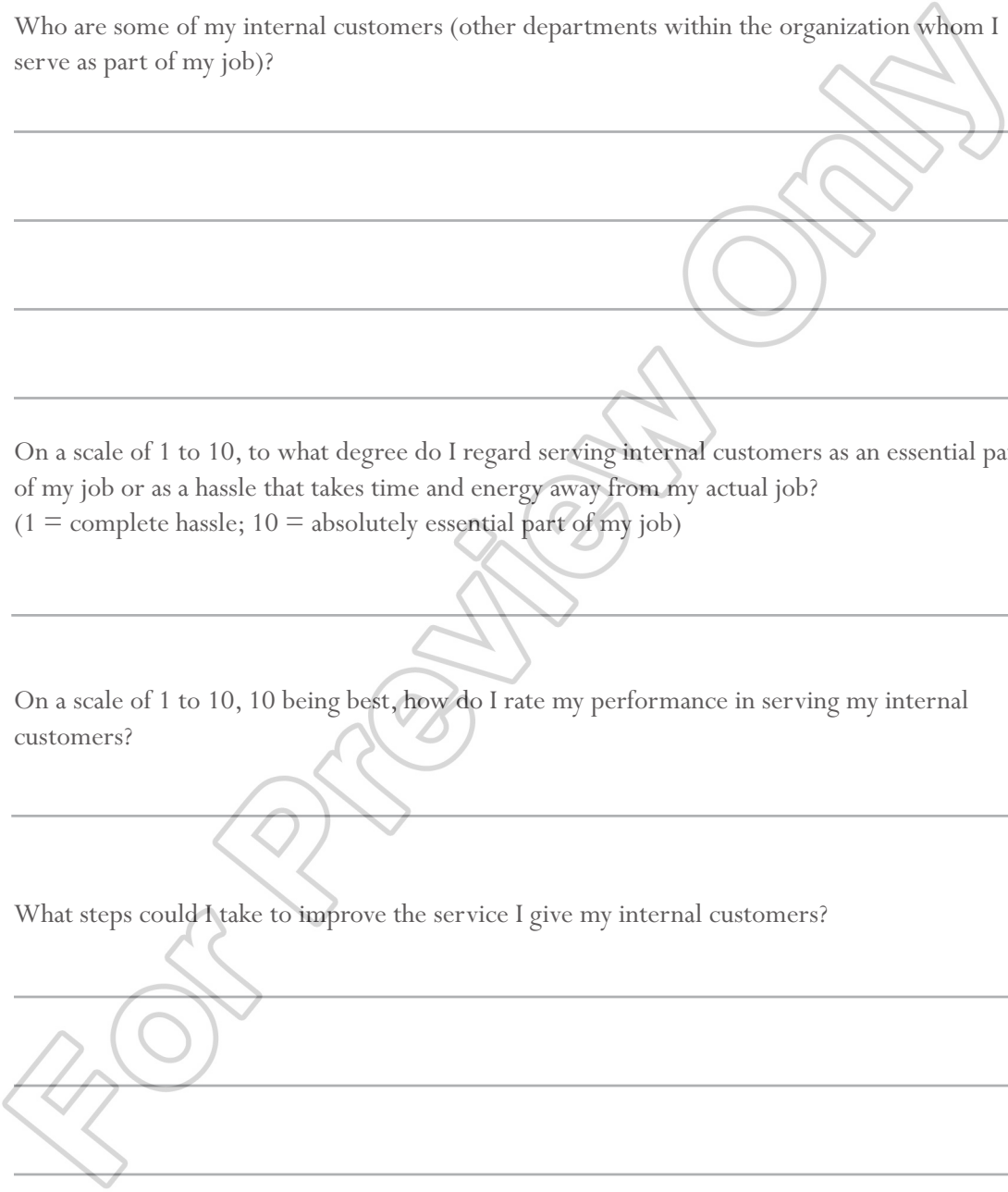
WORKSHEET E: SERVING MY INTERNAL CUSTOMERS

1. Who are some of my internal customers (other departments within the organization whom I serve as part of my job)?

2. On a scale of 1 to 10, to what degree do I regard serving internal customers as an essential part of my job or as a hassle that takes time and energy away from my actual job?
(1 = complete hassle; 10 = absolutely essential part of my job)

3. On a scale of 1 to 10, 10 being best, how do I rate my performance in serving my internal customers?

4. What steps could I take to improve the service I give my internal customers?



WORKSHEET F: WORKING WITH “DIFFICULT DEPARTMENTS”

1. What is a “difficult department” for our team – some other team or work group that frequently creates problems for our team or inhibits what our team is trying to accomplish for the organization and for customers?

2. In what ways does this department or group create problems for our team?

3. What steps could our team take to work together more effectively with this department or group?

Materials Included With *We're on the Same Team, Remember?*

The workshop designed to accompany the video-based program is a flexible, yet comprehensive half-day training design. The workshop kit includes all the materials you'll need to run the program:

- ◆ The **chaptered DVD** of *We're on the Same Team, Remember?* provide the theory and examples to illustrate the workshop topics. Simply and effectively, allow your viewers to put themselves in the shoes of the customer. Bonus discussion segments for use in the workshop are included. The DVD is closed-captioned.
- ◆ The **Leader's Guide** provides step-by-step instructions for introducing activities, leading discussions, and making transitions between the video, group discussions, and exercises. Three complete training designs are included, and offer options to help you shorten or lengthen your workshop with additional activities and discussions, as desired.
- ◆ The **Participant Workbook** contains the worksheets for the suggested exercises in the Leader's Guide. 10 Workbooks are included with purchase.



Program Information and Pricing

Purchase Price: \$995.00

Rental Price: \$275.00 *(does not include participant materials)*

Preview Price: Free

Running Time: 20 minutes

Materials included with purchase: chaptered DVD of the Main Program and Discussion Segments, Leader's Guide, 10 Participant Workbooks.

Quantity Pricing Discounts

We're on the Same Team, Remember? Program

2 copies	10% off
3-5 copies	15% off
6-10 copies	20% off
11-15 copies	25% off

Industry discounts may apply: call your Sales Consultant for more information.

Participant Workbooks

1-50	\$7.95 each (list price)
51-250	\$7.16 each (10% off)
251-500	\$7.76 each (15% off)
501+	\$6.36 each (20% off)

(contents, pricing & discounts subject to change without notice)