# THE APOGEE DIFFERENCE KEEPS YOU IN FOCUS

A PROVEN RECORD OF INCREASING CLIENTS' CRM RETURN ON INVESTMENT.

IT JUST MAKES SENSE.

## The Apogee Adoption Assurance (A³) Methodology

The A³ methodology combines organizational excellence and risk mitigation services that are directly aligned with effective training solutions to drive end user adoption!

Apogee teams with senior management and stakeholders to ensure that end user expectations are properly conveyed throughout the project. Apogee engages all audiences by answering the question, "What's in it for me?"

Often times, the very people that the CRM implementation was intended to benefit simply don't see the need.

What is the solution? **Apogee. Since 1996 we have been helping companies achieve desired end user adoption rates! It just makes sense to talk to us.**

What do we stand for?

- ❖ Honesty
- ❖ Integrity
- ❖ Responsibility
- ❖ Excellence

## Do you know if you're getting the most out of your CRM initiative?

## WE CAN HELP.

*"Franklin Covey has been in the training business for over 18 years - we know great training and great trainers! Linda Wade and the Apogee trainers are consummate professionals and have mastered the art of fun and effective technical training."*

- John Paskett, Managing Director Sales and Delivery Operations, Franklin Covey

*"Nine months after the deployment of its third SFA initiative, field sales utilization and adoption of the technology ran at more than 96%."*

-Mark Meyers, BMC Software

Phone: 508-393-8055

**www.ApogeeSolutions.com**

# SERVICES OFFERED

## The A³ Approach

**Organizational Excellence and Risk Mitigation Services**

We provide a comprehensive suite of services to support and manage organizational change throughout the lifecycle of your project.

- ❖ Sponsorship Roadmap
- ❖ Participation in functional workshops
- ❖ Conduct surveys and assessments
    - ◆ Awareness, skill gaps and engagement
    - ◆ Risk and business impact
- ❖ Readiness reports
    - ◆ Risk, business impact and project readiness reports throughout the project lifecycle
- ❖ Development and execution of:
    - ◆ Communications plan
    - ◆ Resistance management plan
    - ◆ Reinforcement plan
    - ◆ Coaching plan

### CRM Training Solutions

- ❖ Conduct training needs assessment
- ❖ Develop training plan & strategy
- ❖ Create training design document
- ❖ Develop instructor led training materials
    - ◆ Instructor Guides
    - ◆ Hands on Exercises
    - ◆ QRG/FAQs
    - ◆ Presentations
- ❖ CBT modules
- ❖ Provide instructor led training
- ❖ Provide client "Train-The-Trainer"
- ❖ Post Implementation Support

# OUR HISTORY

## Linda Wade, President & Founder

In 1992, Linda launched Apogee Computer Training & Consulting as a desktop application training company. The company's focus shifted in 1996 to meet a growing demand in developing, facilitating and deploying global, cross-functional CRM training programs for Fortune 500 and 1000 clients.

Today, Apogee Solutions has expanded its offerings to include organizational change management services in conjunction with CRM training solutions. Apogee has helped companies achieve high end user adoption rates by teaming with senior management, project stakeholders and end-users to bridge the gap for successful implementations. Linda's high energy, personalized service, dedication and ability to team with people at all levels within the organizations have led to a 100% satisfaction rate with all of her customers.

*"The training program was highly relevant to the business issues, clients and culture these employees worked with every day."*

- John Hennessy, VP Sales and Marketing, Concept Shopping, Inc.

*"Linda Wade maintained her poise, perspective, and performed in the utmost professional way. Her sense of humor lightened many a tense situation, and her dedication to producing not only a quality product and service, but also ensuring that the client was satisfied guaranteed a successful implementation of our total system overhaul."*

- David Zahn, Managing Partner, Clow Zahn Associates, LLC

*"Training was key to our success; nearly 100% of our employees who participated ranked the sessions as the most effective way to learn about the CRM implementation."*

-Mark Meyer, Director, Customer Relationship Management, BMC Software

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