

Nancy has developed and facilitated a broad range of customized training and development programs for:

- Voluntary Hospitals of America
- Kinetic Concepts
- Hewlett Packard
- GTE
- AT&T
- Kodak
- Unysis
- Lincoln Properties
- Owens and Minor
- IMCO
- SKB
- Lee Hecht Harrison
- Abbott Laboratories
- Scott Paper
- Dallas Community Colleges
- K.D. Modeling Studios
- Cardinal Health
- Right Management
- Healthpoint
- Associated Builders & Contractors, Inc.
- Neuro Resource Group
- Alcatel
- Motorola
- Sabre
- MIS Group
- Storage Systems
- John March Partners
- The Wetrich Group
- National Semiconductor
- The MED Group



CREATING VALUE

*Improving Performance Goals
Through Individual or
Organizational Excellence*

Testimonials:

“Nancy’s expertise, coaching skills and drive have helped reshape The MED Group into a high performing selling organization”

~ Bill Elliott, President & CEO
The MED Group

“Nancy’s passion for her work and the service to her clients consistently delivers value beyond our expectations!”

~ Terri Bean, Senior V.P., Consulting Services
Right Management

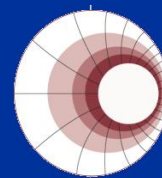
“As a seasoned executive, Nancy provided me the coaching and framework to develop and understand my professional value proposition. This has been instrumental in my gaining positions with increased levels of responsibility.”

~ Tim Boes, Group V.P. Medication Solutions
Cardinal Health

Nancy Swain, M.A.

“Define your value proposition and go to market strategy. Focus and funnel your sales and service excellence! Reality is perception.”

Exceptional Personal Service for A Very Personal Experience



Nancy Swain, M.A.
Swain & Associates (DBA)

214-794-0322

www.nswain.com

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CREATING VALUE WITH NANCY SWAIN

Skills & Development Tasks

Personal Development

- Understanding Your Value Proposition
- Formulating & Articulating Your Value
- Professional Image
- Effective Presentations
- Public Speaking
- Listening Effectiveness
- Business Writing
- Personal Profile (DISC)
- Communicating for Effectiveness

Sales Effectiveness

- Consultative Selling Skills
- Major Account Planning
- Account Development Strategy
- SWOT Analysis
- Sales Support Collateral
- Calling on the C-Suite
- Customer Service Skills
- Call Reporting
- Follow-up Techniques
- Relationship Management
- Supply Chain Management

Inside Sales Skills

- Understanding the Value Proposition
- Call Preparation
- Position Value
- Telephone Etiquette
- Projecting Your Voice
- Listening / Acknowledging
- Probing for Effectiveness
- Suggesting the Next Step
- Effective Closing Techniques
- Follow up
- Building your Funnel of Prospects
- Metrics Measurement

Career Transition Management

- Developing your Value Proposition
- Resume Writing
- Executive Bios
- Interviewing Techniques
- Negotiation Strategies
- Career Mapping
- Marketing Yourself
- Networking Basics
- Working With Search Firms
- Writing Cover Letters
- Internet Basics
- Writing Thank You Letters

Management Effectiveness

- Communications, Culture, & Work
- Conflict Resolution
- Coaching for Development/Retention
- Management by Objectives
- Business Writing
- Performance Evaluations
- Employee Selection/interviewing
- Effective Meeting Facilitation
- Report Writing
- Delivering Bad News & Fostering Good Will

BIO

20+ years of broad-based experience in counseling, public speaking, education, training, sales, and career transition coaching. Nancy holds a B.S. degree in Business, and a M.A. Degree in Guidance and Counseling.



Nancy has been an adjunct instructor at the Cox School of Business at Southern Methodist University teaching Career Management, Organizational Change, Human Resources Administration, and Business Communications from 1998 through 2003. She has facilitated career transition workshops and provided executive leadership coaching for Right Management Consultants. In addition to a private counseling practice, she was founder of two successful consulting firms designed to improve personal and professional competencies. Most recently she held the position of Southwest Sales Manager for Cardinal Health, a \$60B global provider of healthcare services with direct responsibility for 2.1B.

Nancy has developed and facilitated a broad range of customized training and development programs for various business and industry enterprises. Her career includes developing and directing from start up, a Counseling and Career Center for Clarke College of Iowa, authoring the career management class for the Cox School of Business at SMU, and designing the partnership selling course for Hewlett Packard.

Created and implemented customized field sales training programs and performance measurement tools for VHA Supply Company, and the telesales division resulting in a ROI of 10 to 1 increasing sales to \$2.4 Billion from zero.

She was also a professional member of the National Speakers Association and served as a faculty member at national conferences with such well-known speakers as Paul Harvey, Steve Allen Jr., Sander Vanocur, Charles Garfield, and Roger Dow. Nancy is currently a member of Who's Who Among College Presenters, and a former member of the American Association of Mental Health Counselors, the International Association of Career Management Professionals, and the National Society of Sales Training Executives.