

# STRICKLAND ASSOCIATES

*Inspiring Leadership*

**Strickland Associates will help you hire, develop, promote, and retain the best talent for your organization.**

We have a successful history of developing effective leaders and preparing individuals for sales success. Our focus on People Management, in conjunction with the use of simple yet highly definitive evaluation tools, will enable you to achieve outstanding results from your associates time after time.

## THE PREDICTIVE INDEX

*A proprietary management tool to help you get the right people in the right places.*

For more than five decades, the Predictive Index has been utilized by business leaders across industries to make informed decisions about people resources. The PI will assist you to:

- ▶ **Align individual and organizational goals**
- ▶ **Motivate associates and utilize talent**
- ▶ **Improve productivity and enhance morale**
- ▶ **Assess teams and identify development needs**

*Ask us about PI analyst training and accessPI, the online system for distributing, scoring, and analyzing PIs.*

## LEADERSHIP DEVELOPMENT

*Embrace a purpose or vision and bring it into being through positive, supportive change.*

Our leadership programs address the need for courageous and decisive leadership in today's business world. In our programs, you'll explore essential disciplines of leadership such as:

- ▶ **Building trust and credibility**
- ▶ **Facilitating change**
- ▶ **Managing stress**
- ▶ **Effectively communicating**
- ▶ **Maintaining a positive self-image**
- ▶ **Identifying behavioral styles**

## SALES ASSESSMENT & TRAINING

*Evaluate your sales teams and discover how to identify and develop their strengths.*

### **SELLING SKILLS ASSESSMENT TOOL (SSAT)**

A proven diagnostic instrument specifically designed to quantify the sales and judgment skills of each member of your sales team.

### **CUSTOMER FOCUSED SELLING (CFS)**

A highly interactive sales training program that targets the core competencies needed for effective consultative selling.

## GENERAL CONSULTING

*Make sound decisions that have a profound and sustained impact on your business.*

Tap into a wide variety of services, all thoughtfully tailored to meet your individual organizational needs.

- ▶ **Sales and Marketing**
- ▶ **Customer Development**
- ▶ **Expense Reduction and Control**
- ▶ **Vendor Selection and Evaluation**
- ▶ **Process Improvement/Implementation**
- ▶ **Facility Planning and Management**
- ▶ **Operations Organization**
- ▶ **Change Management**
- ▶ **Executive Coaching**

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## PREDICTIVE INDEX CLIENTS

**hansgrohe**

**HERSHEY'S**

**Johnsonville**

**L A Z BOY**  
FURNITURE GALLERIES

**LexisNexis**

**KRONOS**

**MITSUBISHI**  
POWER SYSTEMS

**NIBCO**  
AHEAD OF THE FLOW

**UCF**  
Stands For Opportunity

YANKEE CANDLE

## STRICKLAND-ASSOCIATES.COM

*Visit us online for detailed information about our services, client testimonials, and a selection of case studies documenting performance and profitability enhancements.*

See how organizations are utilizing the PI!

- ▶ **Strong Job Fit is the Key to Employee Retention and Top Performance**
- ▶ **Succession Planning: Building the Future Now**
- ▶ **Developing Leadership to Manage Growth**
- ▶ **Building A Successful Small Business: "It's All About People"**
- ▶ **Strong Job Fit Results in 75% Reduction in Turnover**
- ▶ **Improving Performance and Profitability**

Discover how the Selling Skills Assessment Tool helped companies:

- ▶ **Grow sales by 31% and unit sales per day by 36% over a two year period**
- ▶ **Exceed sales goals by 18% and sales revenue by 8.8%**

## CONTACT US

*For more information, contact us at:*

### Strickland Associates

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## ABOUT US



### Sid Strickland

Sid Strickland, founder of Strickland Associates in Winter Park, Florida, has thirty plus years of experience in leadership, business growth and development, coaching, mentoring, and training. Prior to forming Strickland Associates, Sid was President of the Home Depot Supply Trade Division in Atlanta, GA. There he and his team delivered outstanding annual operating performances that were significantly above industry norms.

Sid was a Senior Vice President at Hughes Supply in Orlando before leaving for Home Depot. His tenure at Hughes resulted in a variety of major programs and advances, helping Hughes to grow from \$100 million to nearly \$4 billion in sales. An experienced leader, Sid has had senior roles in sales, operations, administration, human resources, logistics, and more.

### Aaron Strickland

Prior to joining Strickland Associates, Aaron spent ten years with Hewitt Associates, a global provider of consulting, actuarial, and HR outsourcing services.



Aaron served for nine years in the Human Resources department; first in Recruiting, then Learning & Development, designing and delivering internal courseware and managing a team of facilitators. Most recently, he worked in the IS Technology Services division as a Technology Education Consultant.

Aaron is a HRCI-certified Professional of Human Resources and has extensive experience in instructional design and training consulting and delivery.