

# Who Is Cohen Brown?

The Cohen Brown Management Group is an internationally recognized leader in sales-and-service cultural and behavioral change, specializing in consulting and training processes for management, front-line, support/customer service units and call centers. Training programs include behavioral embedding, sales leadership and sales management, sales, service, structured time and workflow management, motivation, effective communication and performance coaching. Our solutions increase and sustain the key behavioral skills that drive profitable results and enhance the client experience. Over the past thirty-eight years, we have earned our clients' acclaim for producing dramatic, bottom-line results. Clients find that our consulting services and courseware build upon existing organizational cultures and surpass their highest sales-and-service expectations.

## What makes the Cohen Brown Process work?

The Cohen Brown Process succeeds because it is not a one-off, one-time training program that may produce some immediate but unsustainable impact. Rather, it is a process-driven, consultant-supported methodology that is woven into a firm's existing culture. Some of the differentiating aspects of the Cohen Brown Process:

- It is flexible and adjustable to local market needs.
- It is management-led and supported by senior management. Thus, managers take ownership of the training and process that leads to accountability for the results of sales personnel.
- It provides a full management process, supported by training and comprehensive management templates. These templates serve as a "road map" for enhanced productivity, business retention, increased market share and profit creation.
- It involves a strategic alliance with a firm's internal training department to conduct "train-the-trainer" sessions, and to provide facilitation and workshop support.
- It adds discipline and structure by defining appropriate organizational roles, responsibilities and accountabilities for the front-line and support areas.
- It is ongoing with follow-up reinforcement labs and tools, continuous sharing of Proven Best Practices, and mid-course corrections as necessary.
- It is customized for each business unit and delivery channel so that one size does not have to "fit all."
- It is reinforced and strengthened by the Cohen Brown consultancy team which provides continuous support to clients. This is achieved through teleconferences, videoconferences, webinars, and on-site visits.

