

PROGRESS ONE STEP AT A TIME



MODERN ACADEMY *of* APPLIED MANAGEMENT

IT'S ALL ABOUT PROGRESS

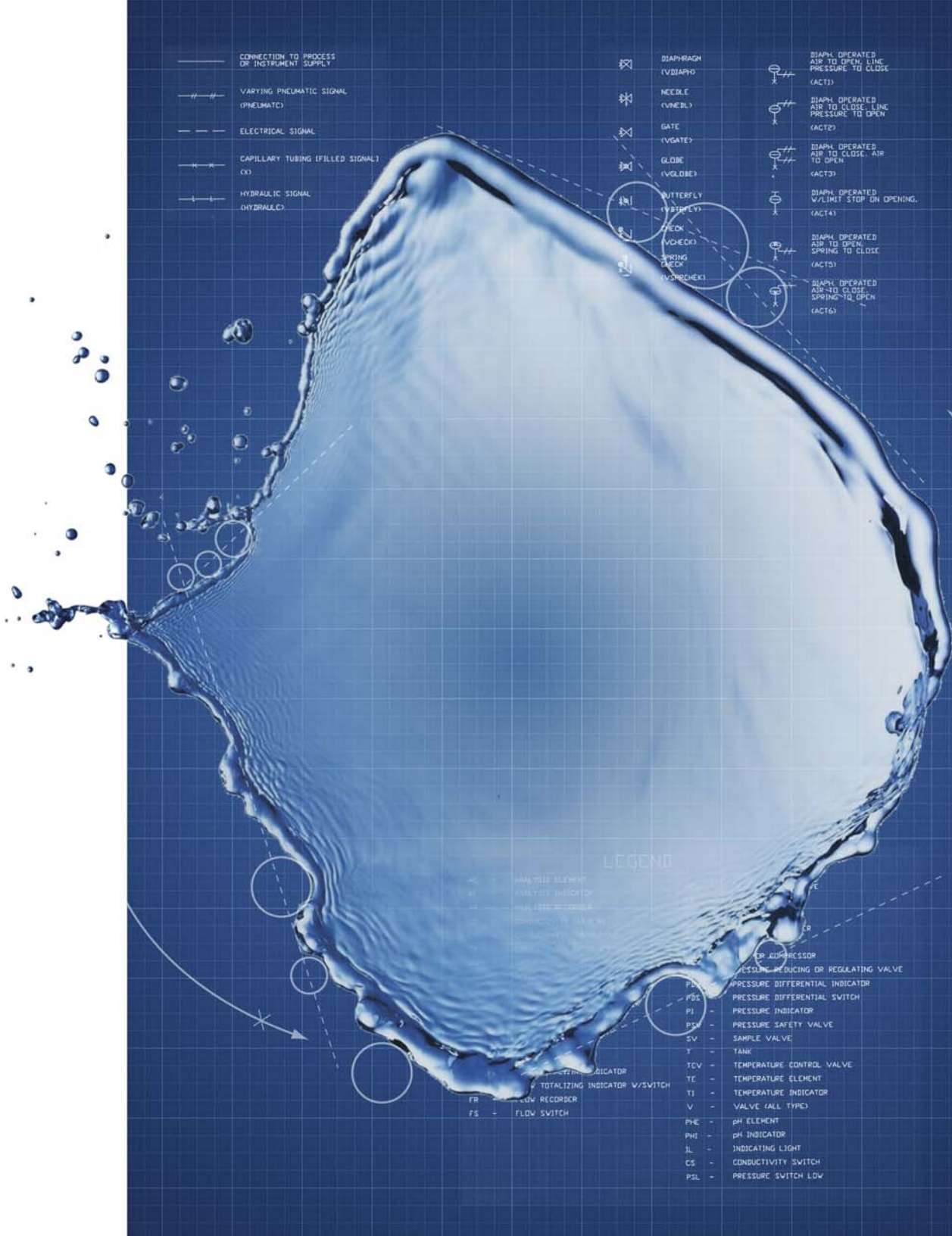
Why is the Dead Sea dead? Because it has no flow. Water, like energy, if not directed stagnates. The life of your business is dictated by your ability to manage resources. Like water, your resources and energy need to be channeled and focused.

Getting into a progressive flow means advancing to the next level of expertise and knowledge. The right knowledge. AMG's Modern Academy of Applied Management (MAAM) doesn't just teach you management principles; we guide you in applying only the specific principles that your business needs to move forward into greater profitability and growth. We call it "mentoring" because teaching doesn't necessarily move you towards results. Mentoring is how we partner with you by sharing our knowledge, skills, and years of experience to foster progress in your business.

The life of your business is fluid and full of unexpected twists and turns. Because your business is unique, your strengths and weaknesses are also unique. This is why our strategy of mentoring uses the proper approach to maximize your strengths while bolstering those areas that need improvement, without assuming one-size-fits-all. The MAAM process tailors your advancement by identifying improvement areas and applying hands-on strategies to get results.

Why pay us more than what you need to? The flexibility of MAAM allows us to help you where you need it, no more, no less.

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HOW WE HELP YOU BUILD

The process of building your business starts with our E.D.I.T.T. methodology.

Evaluate - Develop - Implement - Train - Track

Our evaluation process will inevitably lead to discoveries that our clients were previously unaware of. These are areas that our team is trained to not only expose, but to fix. From Evaluate we move to the Develop stage where we work together with you to create a specific blueprint that moves you forward to Implementation. Training is critical and that is why having mentors with over 20 years of experience gives us the unique ability to expand your knowledge in the areas that directly correlate to your profitability. Finally, we assist you in establishing the right mechanisms to continually Track progress leaving you with consistent, repeatable processes that can be measured to ensure stability and growth. These are systems that you are fully trained to maintain.

It is about us partnering with you. Consulting drops knowledge on you and moves on. We do more than that. We walk along side you where and when you need it most and we do it with the best talent and experienced individuals available. You'll find that AMG's Modern Academy of Applied Management creates a unique one-of-a-kind form of collaboration that leads to profitability for your business.

Many of our clients take comfort in just hearing us say, "We're here for you." Our reward is your progress. Our mind is here to share, our ears are here to listen, and our goal is to push you upward.

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Tech Services



Sales



Management



Administration



Tech Services

The key component of a service organization is service, both customer service and tech services. Both are essential to a long term customer relationship. To exceed the customer expectation you must go above and beyond their expectations of problem solving and value.

At AMG's Modern Academy of Applied Management (MAAM) our students are taught the science of solution solving and the art of customer relations. Combining programs such as PROTEC, Burdened Labor Costing, Flat Rating, and Benchmarking, you create a customer experience that is both profitable to you and valuable to the customer. And in the end the customer is excited to continue the relationship. This delivers the results you are looking for and the revenue you work for.

At AMG's MAAM we don't just teach you a technique but a help you to develop a profit center that is trackable and repeatable. By educating your tech services you gain a team of professionals that understand the entire provider /customer relationship and the cost of gaining/ losing a loyal customer.



Sales

MAAM's school of sales covers the new sales person, business-to-business (B2B) relationships, and a comprehensive mentoring approach for sales managers and their staffs.

MAAM covers the spectrum from the new salesperson to the veteran sales manager. MAAM has established an all-encompassing sales training module that teaches the sales process from lead generation to closing the sale and everything in between. discovery questions, overcoming objections, and the in-home presentation are just a few of the topics covered.

Using our E.D.I.T.T. process we have established a unique program that walks the sales manager, and his or her staff, through a series of sessions that are structured to reinforce the existing skills and habits that are effective within most sales organizations, while identifying techniques that may need improvement. We have proven system of mentoring that focuses solely on your organization's needs. Our faculty will develop the skills and habits of successful sales people within your existing staff. Tailored sessions provide the forum for feedback and planning until the skills become habits.



Management

Leadership management training is the cornerstone of what will drive your vision forward. The MAAM school of management embodies a holistic approach to management mentoring by enabling business leaders to ascend above the urgent to focus on what's critical to your company's progress. The school offers an unrivaled group of experienced faculty, introducing the business leader to the right tools and skills required to grow a profitable company.

Business leaders can rarely count on one hand the number of people they can turn to for veteran advice and straight truth. MAAM is able to pinpoint areas that need improvement in the areas of time management, team building, leadership skills and more.

With MAAM's flexible module credit approach you can take advantage of our specific courses, or choose to cater our mentoring based on the results of our E.D.I.T.T. process.

Our goal is to help you take your leadership management skills to the next level which is something we've been successful at for years.



Administration

Our School of Administration primarily focuses on ensuring your staff is equipped to run the day-to-day administration efficiently with repeatable accuracy.

Time and time again we have been able to uncover savings and increase profitability by employing simple accounting practices, or other processes that lead to significant savings for our customers.

The flexibility of our virtual on-line training system, combined with on-site training, offers our clients an easy way to get up-to-speed on the essentials without having to take precious travel time away from the office.

Our course modules cover best accounting practices, financial management & reporting, break-even analysis, and practical administrative skills such as customer service best practices, phone etiquette, appointment setting, and basic bookkeeping.

Our E.D.I.T.T. process can also be used to pinpoint those areas of needed improvement while establishing processes that will future proof your business ensuring consistent outcomes.

AMG

APPLIED MANAGEMENT GROUP, INC.

MAAM

MODERN ACADEMY OF APPLIED MANAGEMENT

MENTORING

SCHOOL OF APPLIED MANAGEMENT

MANAGEMENT

SCHOOL OF ADMINISTRATION

ADMINISTRATION

SCHOOL OF SALES

SALES

SCHOOL OF TECH SERVICES

TECH SERVICES

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MAAM

MAAM is a business training and mentoring academy designed to fit any organization that desires to grow and become more profitable. Our approach is to impart the wisdom of our mentors which is done in person, or via our cutting-edge virtual instructor lead training (VILT) system.

Many of the courses offered by MAAM can be tailored to your corporate programs. Tailoring allows for specific products or services to be used as examples and incorporated into the training.

Full customization of existing or new courses is available. Full customization allows for your corporate name, products and services to be integrated into the training. Or training can be developed based on your corporate needs.

Tailoring and customization are available on an individual course basis and will incur additional costs. For more information please contact us at info@appliedmg.com.

Corporate Course Fee Schedule

Understanding the Credit System

MAAM utilizes a credit system for our pricing structure. The number of credits required for each desired course will let you know what the price is for that course. Corporate quantity discount pricing is available. These discounts are only available at the time of the initial purchase.

For course availability and pricing please contact us at info@appliedmg.com.

COURSE METHODS & BENEFITS

1

Virtual Instructor Lead Training (VILT)

- Training via the internet
- No travel time for students
- Can be scheduled to minimize impact on day-to-day activities
- Can be delivered to multiple locations at one time
- Training can be recorded for review
- Students are encouraged and expected to participate
- Reports available on attendance and participation

2

Classroom

- Location designated by AMG
- In-person presentation
- Person to person interaction
- Focused and engaged at an offsite location

3

On-Site Classroom

- Location designated by Client
- Scheduling to best suite your needs
- Minimize travel costs of students
- Discussion focused on company specific issues

4

Webinar

- Training via the internet with limited interaction and input from students
- No travel time for students
- Can be scheduled to minimize impact on day-to-day activities
- Can be delivered to multiple locations at one time
- Training can be recorded for review



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