

YOUR ADVANTAGE KNOWLEDGE TEAM

Paul Schnabel

Advantage Performance partner Paul Schnabel has helped organizations and their people create breakthrough performance for the past 20 years. A consultant, author, and workshop leader, he helps organizations achieve breakthrough results through their people. Paul specializes in the Advantage competency areas of Sales and Service Supremacy, Leadership, and Performance Management.

Paul's career includes serving as Vice President of Sales Mastery for The Real Learning Company. In that role, Paul diagnosed, developed, and implemented a variety of best in class learning solutions for companies such as UPS, Nokia, SAP and American Express. Paul has also served as Regional Director, Director of Sales, and Director of Operations for several learning companies including Achieve Global, Information Mapping, and Zenger Miller. He was the 2001 Arizona Public Speaking Champion for Toastmasters International; co-authored the book, *Give Stress a Rest*; and has written articles for several business publications. Paul earned a B.S. in Management from the University of Massachusetts and lives in Scottsdale, AZ where he is involved in community organizations.

Name some organizations with which you've worked.

Lexus, UPS, American Express, Nokia, UPS, Waste Management, Wells Fargo Bank, SAP.

How does this experience benefit what you offer clients today?

I bring a real world perspective to my clients. The solutions that I recommend are things that I've either implemented myself or would do if I were in a similar situation. I've been on the front lines as a sales person and sales manager, executive, and leader. I've lived the challenges of developing strategies and trying to operationalize them through people. My experience allows me to show clients that even though business is changing, the thing that hasn't changed is the importance of being able to translate strategy into solutions. That's where success really lies.

What's the best thing you do for clients?

I think of myself as a long-term ally of my clients, someone who understands their challenges and builds a relationship that continues to deliver value as their needs change. I act as a trusted partner able to coordinate resources to make sure clients have what they need when they need it. And if the problem is in an area in which I'm not expert, I will say so and find another resource that can provide the needed expertise.

What delights you about your work?

The variety, the challenges, the unique aspects of every client's situation and circumstance. Every day is interesting. I also really enjoy seeing people get the 'aha.' Being able to provide people with the know-how, skills, and tools that help them succeed is definitely the win for me.

What are your personal "business words to live by"?

"Your past does not equal your future." In today's organizations, the key to lasting success is to avoid the status quo and keep seeking ways to get better at serving your customers. The same thing holds true for individuals. Yes, it's hard to change. But the only real way to move forward is to remove boundaries, embrace innovative ideas, and try new solutions.

If you could make only one thing happen for your clients, what would it be?

See the big picture in terms of what their people and their organizations are truly capable.

Email Paul at: pschnabel@advantageperformance.com