

Advantage Performance Group

Helping leaders lead, sellers sell, and businesses flourish

Advantage Performance Group specializes in helping organizations **accelerate positive business results** by focusing on three main areas:

1. **Helping Leaders Lead:** Getting everyone aligned around top priorities and executing maximum results.
2. **Helping Sellers Sell:** Developing a winning team, able to blast past sales targets year after year.
3. **Helping Business Flourish:** Creating a business-savvy organization capable of outperforming the competition.

Advantage Performance Group (APG) is a wholly owned subsidiary of BTS in North America that serves clients in complementary ways to the traditional BTS organization and consulting team. **APG is organized around a multitude of client needs mostly connected to shifts in their business.**



In addition to offering many of BTS's core competencies, APG has a team of highly experienced consultants and relationships with thought leaders and resources other than BTS that allow clients to gain additional value from our collaborations, for example:

- Behavioral change and competency development solutions.
- Different engagement models like work-for-hire projects, individualized coaching solutions, and turnkey assessment platforms.
- Curriculum-based training and development needs with standard or tailored solutions.
- The flexibility to support customers both large and mid-sized.
- A very focused, nimble and cost effective approach to support initiatives with large and small teams alike.
- 31 Advantage consultants in markets throughout the US to provide dedicated, local support.

Differentiators

APG's key differentiators, as recently defined by our clients, are:

1. An **insightful** organization that serves as a single source of world class thought leadership. We orchestrate expertise to deliver business results.



APG guided my team toward the right solutions and made sure all the content was relevant and completely customized to our audience. I am very glad I made the decision to work with them for this project, it made all the difference!"

Associate Director, Global Leadership Development, Global Pharmaceutical Organization





of the implementation of various solutions – solid proof of its value to their organization.

The Advantage WaySM continues to evolve at APG and BTS. In addition to laying the groundwork for how we do business and deliver results, we are actively working on building out a set of digitally based execution tools that can accompany any learning or change initiative in an organization. More exciting things to come in the future as we partner with our clients and Dr. Rob once again to build out Advantage WaySM 2.0.

Strategic direction for 2017

APG's 2017 strategic direction will focus on three aspects of the current business environment that are a particularly good fit for the firm:

- We are **creative** and bring inspired ideas to life through imaginative, yet practical, solutions.
- 2017 marks the 27th anniversary of our relentless pursuit to become our clients' most accountable partner; continuously delivering what we promise and being the first call they make when they have a need.

Creating positive business results

Over a decade ago, we partnered with Dr. Robert Brinkerhoff around his groundbreaking work on High Impact Learning and Success Case Methodologies. This partnership has grown over the years and resulted in APG's acquiring the full rights to thought leadership that is the one and only piece of proprietary content owned by APG and also leveraged by BTS: the Advantage WaySM.

The Advantage WaySM methodology creates measurable business impact from every learning initiative. When clients implement the Advantage WaySM system, their organizations achieve documented business results as well as improved job performance. They are able to measure the business impact

1. An even closer collaboration and partnership with our colleagues at BTS to meet client needs best suited for each organization's talents, capabilities, and business models. It is our shared vision that we deliver exceptional results to our customers - together.
2. Continued need for sales organizations – especially in the mid-market – to enhance their performance. Even top sales teams are ready to re-tool and optimize their organizations to equip their salespeople and sales managers to capture – or re-capture – much-needed market share. APG has outstanding sales best practices, research, tools, systems, and processes for this purpose. APG's unique approach gives sales organizations a consistent, standardized methodology to managing sales performance- whatever their sales strategy is.
3. The growth of our team. Over the last three years, we have made significant investments into the systems, tools, processes, and intellectual property that allow our partners to better serve the unique needs of all of our clients. The continued addition of great team members to help us deliver the key business results targeted by our customers will be our top priority this coming year.

“ We sought a partner who would be hands-on, seek to know the causes of our pain, bring discernment and understanding into resolving our problem, and suggest complementary resources to meet our challenges with measurable ideas. Advantage delivered on all of this and more.”

Director of Learning and Development, North American Food Distributer



“ We consider Advantage to be a partner, not a vendor. It never feels like they are trying to sell us something. We talk about what we need and their design team works with us to develop it. Even when working with competing vendors, it's always collaborative. There's a huge level of trust in our relationship.”

Senior Director, Learning and Organizational Effectiveness, Global Medical Device Firm

