



# Talent Development Training Tools

*powered by Dale Carnegie*

**SMALL BUSINESS**  
Association of MICHIGAN  
Focusing the power of small business.



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# Talent Development Tools *powered by Dale Carnegie*

Talent Development Training Tools specifically created to serve our Premium and VIP members through customized certificate paths, that can help your employees learn a series of skills that will make them more valuable leaders, salespeople, and representatives of your company.

One of the best aspects of the certificate paths is that they are offered in a Live Online environment, providing the opportunity to strengthen the skillsets of individual employees, managers, and owners, with flexible schedule offerings, and without having to send them away for training. That means that anyone in Michigan (or around the world for that matter) can access the public trainings, and will have the ability to participate actively from wherever they work.



Each certificate path awards Digital Certificates, which can be utilized as tangible performance benchmarks, making it easier to track the annual development of your employees!

Through the power of SBAM's influence, your company now has access to talent development certificate paths

## **Sales Essentials Certificate**

Build the skills necessary to earn trust and foster long-lasting client relationships.

## **Advanced Management Certificate**

Get the skills needed to stop managing and start leading your teams.

## **Customer Service Certificate**

Make every client interaction an opportunity to deepen brand loyalty and customer relationships.

## **Front Line Management Certificate**

Transition from an individual contributor to an effective front line manager.

## **Professional Effectiveness Certificate**

Learn to deal effectively with challenges, minimize the negative aspects of stress, and influence others.

***Visit [www.sbam.org/training](http://www.sbam.org/training) or call us at (800) 362-5461 today!***