

# BECOME A PI WORLDWIDE® CONSULTANT

*AN EXCEPTIONAL CAREER OPPORTUNITY*



PI Worldwide  
Member Firm



PI Midlantic  
People Smart...Results Driven

## THERE IS NO LIMIT TO WHAT YOU CAN ACHIEVE AS A PI WORLDWIDE® CONSULTANT

You've learned a lot over the course of your professional career. Now you're thinking it's time to apply your business knowledge and experience to a new challenge; one where your competitive drive, need for independence and desire to control your future will directly benefit you and the companies in your area. If you have the right combination of C-level sales experience, business know-how, strong communication skills and a desire to make a positive strategic impact on businesses – this could be the opportunity you're looking for.

As a PI Worldwide consultant, you will work directly with The Oliver Group who will serve as your business mentor and provide the support needed to establish and grow your client base. Our Licensees are accomplished professionals who know what it takes to thrive in today's challenging business environment.

“ As a PI Worldwide Consultant, I have had the opportunity to help managers make great people decisions that directly affect the company's bottom line. Watching a sales team exceed their target goals, helping a company through the merger process or working with the executive team to identify and develop a CEO's successor – you know that you've made a difference. The PI Worldwide corporate staff is always there to provide expertise and training in Predictive Index® knowledge and selling skills. The variety of clients is invigorating – healthcare, retail, high tech, construction, banking, and my favorite, sports teams. There is never a dull moment, and I am thrilled with my decision to come aboard 12 years ago. ”

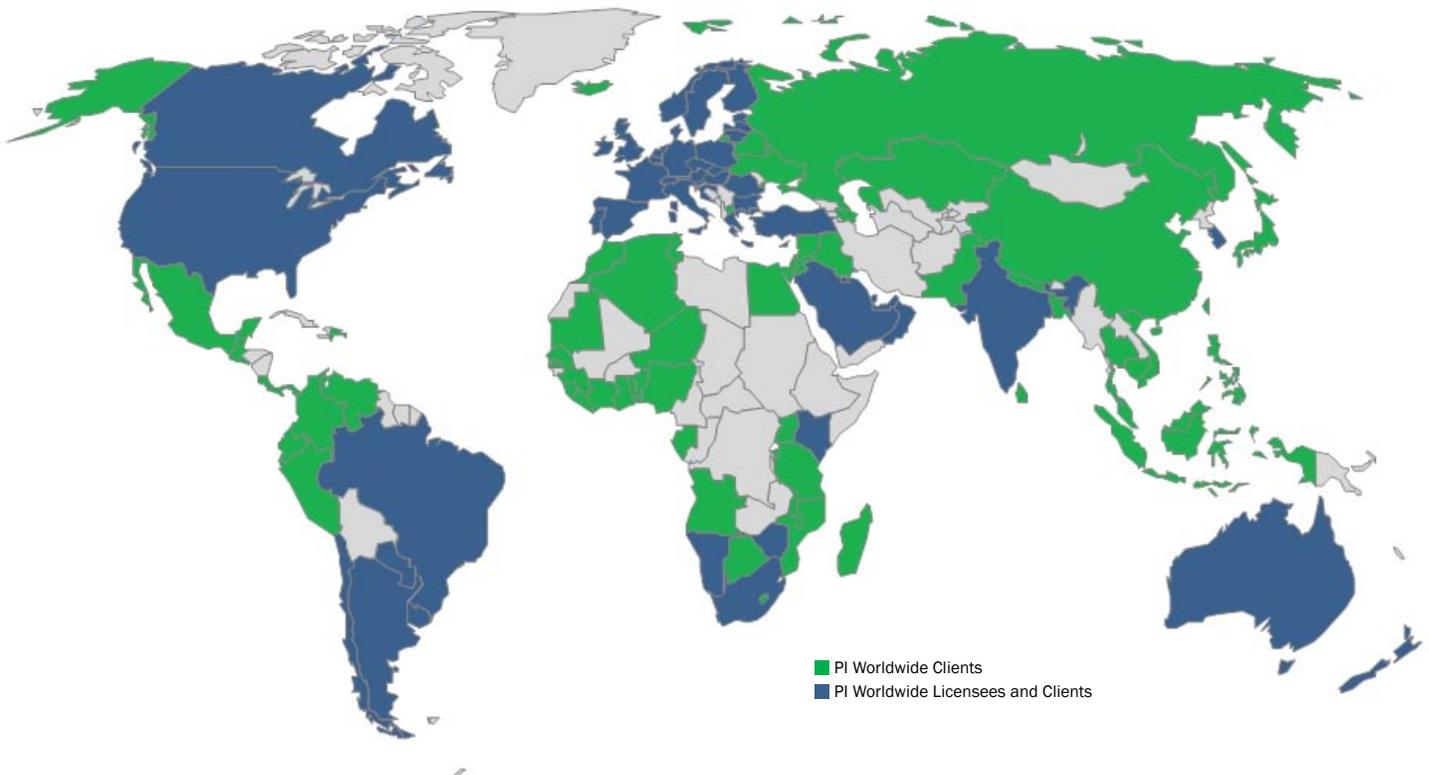
Rooney F. Russell,  
Senior Consultant, PI Worldwide



# SELL THE SOLUTIONS THAT DRIVE BUSINESS PERFORMANCE

PI Worldwide® is a premier global consulting company specializing in leadership and sales development. Founded in 1955, today we are a global network of 50 Licensees and over 250 consultants around the world. With over 7,500 clients in 143 countries, we are a growing company with a proud history, an established market presence, proven methodologies, and outstanding business products. Our high client retention rates and unique business model offer the opportunity to build long standing client relationships, resulting in a sustainable revenue stream for the PI Worldwide Consultant. Through a unique combination of assessment, training and management consulting services, our versatile suite of products provide organizations with the knowledge to:

- *Impact growth and development*
- *Develop high potential leaders*
- *Improve productivity across the organization*
- *Empower managers to drive employee performance*
- *Increase revenue strategically*
- *Retain and leverage top talent*





## LEADERSHIP DEVELOPMENT

**The Predictive Index® (PI®)**, our flagship product since 1955, is a scientifically validated management tool that offers a unique understanding of the individual needs and drives that impact performance. As a practical, reliable indicator of workplace behavior, PI quickly proves its value to clients, becoming an integral part of the culture and forming the basis for a mutually beneficial long-term relationship.

**The Predictive Index Management Workshop™** is the first step in creating the “PI difference” in an organization. It starts with the top leaders in an organization attending the Predictive Index Management Workshop, facilitated by the PI Worldwide Consultant, that transfers the knowledge of PI to those responsible for the growth and development of people. The knowledge shared in the workshop allows clients to become self-sufficient in the PI process and provides a common language within their workplace, creating a foundation for long lasting returns.

## SALES DEVELOPMENT

**Selling Skills Assessment Tool™ (SSAT)** is a powerful, unique product that provides clients with an objective look at the strengths and development needs of their sales organizations. Tailored to a company’s sales structure and industry, the SSAT provides a detailed, accurate quantification of selling skills across the sales organization at an individual, team and company-wide level. The resulting information is used to strategically plan training, coaching and professional development to drive sales performance across the organization.

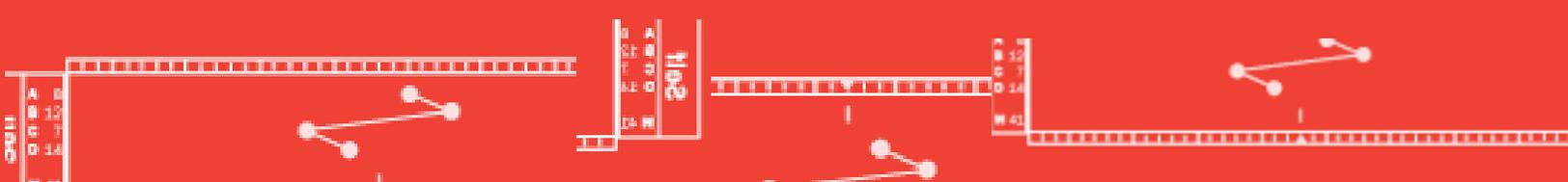
**Customer-Focused Selling™ (CFS)** complements the insight from the SSAT. This highly interactive sales training program provides the core competencies needed for effective selling—with special emphasis on the particular areas shown by the SSAT to need improvement. This proven, customizable training is available in both instructor-led and train-the-trainer formats to meet the needs of each client.

**Coaching for Sales Growth** is designed for sales managers to equip them with a powerful coaching process. The full-day training combines lessons in effective coaching skills with a streamlined 4-step coaching process focused on teaching sales managers how to leverage data from the SSAT and insight from the Predictive Index to drive day-to-day sales performance.

“Prior to becoming a consultant for Advisa, a PI Worldwide member firm, I worked as a manufacturing consultant. Many of my clients would say: “Now that we’ve fixed the process, how do we fix the people?” This was a constant area of difficulty until I discovered the Predictive Index. By using the tools available through PI Worldwide, my clients no longer have to “fix” people, but have the opportunity to position people for success, not failure in the workplace. During my career as a PI consultant, I have been honored to work with all kinds of people in all kinds of industries and add true value to managers in helping them understand their people to improve job alignment, productivity, communication and effective managing. Most importantly, I have had a great deal of enjoyment, fun and satisfaction not to mention a good deal of success with PI Worldwide. Without a doubt, becoming a PI consultant was the best career move of my life!”

Jay Hawreluk,

Senior Predictive Index Consultant, Advisa



## LEVERAGE THE SUPPORT OF A WORLD-CLASS ORGANIZATION

### *PI Worldwide University*

Along with the support of your Licensee, you have full access to PI University to help you with your product knowledge and professional development. In our acclaimed Business Essentials Program, you'll receive a comprehensive education that includes in-depth product and sales training, one-on-one coaching and personal mentoring—everything you need to get off to a fast start. Ongoing content is delivered for anytime/anywhere learning via video, podcasts and webinars – all available to you as a PI Worldwide consultant.

### *Research*

Our in-house research department, headed by our full-time Ph.D. on staff, includes expertise in the areas of talent assessment, leadership development and performance management. Client support, including custom validity studies along with competitive analysis, all point to exactly the kind of service and support that sets you apart in the marketplace. The client gains the benefit of our solid data and research, the PI Worldwide Consultant gains credibility and a competitive advantage.

### *Technology*

Our Information Services group provides dedicated technology support to you and your clients for accessPI™, our proven, reliable and widely acclaimed internet-based software. The PI Worldwide web services team is dedicated to developing advanced technology solutions, conforming to global standards of privacy, security, and availability, to help you manage and grow your business.

### *Broad-based communications*

Drawing on the input and insights of our Licensees and Consultants, our Marketing Department produces and manages a comprehensive communications program that includes:

- High-visibility corporate and vertical advertising—both print and digital. You'll see PI Worldwide ads in the *Harvard Business Review* and *Selling Power* among other leading publications.
- Corporate Public Relations that provide effective national coverage, as well as growing exposure to international markets. You can read about us in *Business Week*, *Wall Street Journal*, *Entrepreneur*, *Chief Learning Officer* and *Selling Power*.
- Local Public Relations—including by-lined articles and Press Releases developed by PI Worldwide for use in your area.

### *Marketing/Sales Tools*

- Brochures (customizable with your contact information)
- Client Case Studies
- Video testimonials
- Trade Show booths and graphics
- Market analysis and prospecting support



# BE A KEY PLAYER ON OUR DYNAMIC TEAM

PI Worldwide® takes great pride in attracting and hiring the very best talent the market has to offer. Our *People Smart. Results Driven.*® approach ensures we have exceptional people representing the PI Worldwide products and services.

*Predictive Index, PI Worldwide, PI, PI (Plus circle design) accessPI, People Smart. Results Driven., Predictive Index Management Workshop, Selling Skills Assessment Tool, and Customer-Focused Selling are registered trademarks and trademarks of Praendex Inc. in the United States and other countries. Any use without the express written consent of Praendex, Inc. is strictly prohibited. © 2009 PI Worldwide. All rights reserved.*



## PI Midlantic

Steve Picarde Sr., President  
105 Eastern Avenue Suite 101  
Annapolis, Maryland 21403

Phone: 410-295-0771  
Email: [spicarde@pimidlantic.com](mailto:spicarde@pimidlantic.com)

[www.pimidlantic.com](http://www.pimidlantic.com)

PI Worldwide Corporate Headquarters

Wellesley Hills, MA USA

[www.PIworldwide.com](http://www.PIworldwide.com)



PI Worldwide  
Member Firm