

PERCEPTION AWARENESS TRAINING™

AN EXCLUSIVE SERVICE OF BRAD WORTHLEY INTERNATIONAL



HOW DO CUSTOMERS SEE YOUR WORLD?

PAT is a revolutionary new concept in modifying behavior and creating internal motivation for employees to perform their jobs with excellence. It answers many of the "why should I change?" or "what's in it for me?" questions that can often keep employees from achieving greatness. Employees not only learn more with PAT than with normal training methods, but also retain the information better for long term results.

Perception Awareness Training gives employees insight into how the customer perceives (or misperceives) some of the things they do, or do not do. It provides the employees with a unique view of themselves from the customer's eyes, and motivates them to evaluate their own behavior, making changes that are

beneficial to the company, the customer and to themselves.

**FAST,
POWERFUL
CHANGE
WITH LONG
LASTING
RESULTS!**

The exclusive Perception Awareness Training methods have been developed from over 13 years of research. Hundreds of thousands of surveys were analyzed to evaluate and understand customers' perceptions. Brad Worthley International developed the Perception Awareness Training concept and is the only organization using this training method today.

For customer service, sales, or leadership training, the Perception Awareness Training method guarantees results.

Call today for more information on this revolutionary new training method: (425) 957-9696 or e-mail: bradworthley@msn.com



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