

# We Maxires!!



Issue 1, January 2015

On behalf of  
Team Maxires, I take  
this opportunity to wish  
**YOU & YOUR FAMILY**  
a very happy  
and prosperous  
**"NEW YEAR 2015"**



It's our pleasure and privilege to write this communiqué to our clients, stake holders and all our well wishers who have helped us build training organization on the lines of Maximizing Results, be it building skills, knowledge, attitude or capability building across the levels in the organization.

As we usher in the new-year, it's time to look back the journey that this petite company with BHAG – Big Hairy and Audacious Goals started in the year March 2011. We had humble beginning and as the first financial year saw us acquire 8 clients and in the next year we touched 40, following year saw us reach 65 clients and as we end this financial year, we would be well past 100 client mark. The first 1000 days of journey helped us preserve the core; the following 1000 days will stimulate progress. It's the continued unflinching support, patronage that helped this initial journey to excellence a remarkable one.

As this journey unravelled, we found ourselves carve a niche on few key differentiators, many product and service innovations, making pre and post training a measurable one as well as one that is sustainable. Maxires is in the process of creating ROI template, employee profile specific and need specific as the person traverses his/ her employment life cycle. Maxires feels that this would be another one that would be first of its kind and measurable too.

Maxires has offered training interventions ranging from company to culture building and capability building to competency building for defined set of participants. We have also established metrics on ROI for training and work with clients on "Success Fee", one that has put us ahead of the pack. Maxires has designed itself to be part of results and profitability of organizations, by helping organizations to succeed.

It's been a remarkable journey filled with loads of fun, learning and above all sense of accomplishment for having embarked a journey to touch million of lives positively and also help build My India.

Thank you

Keep smiling, stay winning...

G. Deveanand.

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#### Our Editorial team:

- |                 |                     |
|-----------------|---------------------|
| Editor-in-chief | : Prem Anand        |
| Senior Editor   | : Deveanand G       |
| Designing       | : Sanjeev & IQ Team |

Your feedback and suggestions about this news letter is welcome and help us improve. Please write to us on "[contactus@maxires.com](mailto:contactus@maxires.com)"

## Maxires Team



### Deveanand G

Dev is a business training leader with over two decades of experience. A business focused training and management professional, Dev has the ability to conceptualise training programs and impart training that enables business development. Dev has operated across different markets – domestic and international across various industries at various capacities from Training Manager to National Vice President in organisations such as Taj Group of Hotels, Mahindra Holidays and Max New York Life Insurance. Dev carries certifications in ‘Professional Patterns of Management’ by Kinder Brothers, USA | ‘GTB Training’ by EREHWON, Singapore | “Certified Hospitality Educator” offered by American Hotel and Motel Association, Michigan, USA.

### Venu

Venu is a business training leader with 17 plus years of experience. Venu’s core strength lies in helping Organisations build their teams, induct them to the system, train and develop them in order to get the best out of them. He is an expert in providing end-to-end Development and Management solutions. Venu is also proficient in conceptualizing and facilitating Senior Leadership and Middle Management Training Interventions. Venu has recruited, trained and developed many people at various leadership levels.



### Prem Anand

Prem is a senior management professional with 24 years of multifaceted experience in the field of hospitality and BPO, with key strength in customer service and handling large teams. His expertise includes projects, Strategic Planning, Business Expansion, Customer Service Operations, Process Management, Sales and Marketing, Team / Workforce Management; with a comprehensive managerial experience.

### Arun Balagopal

Arun is an efficient leader with 12 years of rich experience in Business Development and Key account Management in the telecom and life insurance sector. Backed by strong man management skills, he is highly talented in inculcating systems and processes which are required to run the business efficiently and thereby increasing productivity and boosting revenues.



### Sredar

Sredar is a sales Coach with 14 plus years of experience. Sredar has his strength to help Organization set their teams, induct them to the system, train & develop. Sredar has an expertise in developing process, man management and business enabling, capable of identifying the gaps in key impact areas and coaching/mentoring people to overcome the same in order to meet organizational objectives.



**Anusha Sriramana**

Anusha is an experienced soft-skill, behavioural and finance trainer with 13 years of training experience. Her passion lies in training various kinds of corporate and she has trained corporate companies, PAN India and has been a successful “Corporate Coach”, with excellent feedback from her clients.

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**Sanjeev J V**

Sanjeev has worked with various clients across the globe & has handled large teams under various positions from a Senior Process Executive to a Team Manager with IT Enabled Industries. His strengths also include Establishing Process & ensuring Process Adherence & Compliance across zones for our clients.



**K V Saraswati**

Saraswati is a dynamic and accomplished trainer who has conducted training for a suite of diverse background, focusing on Soft Skills, Voice and Accent, Motivation, and Communication Training. With more than a decade experience in teaching and training vertical, she enjoys conducting workshops and her strength lies in innovating and customizing programs to suit organization’s culture and needs.

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**Smruti Sinha**

Smruti Sinha is a professional with diversified work experience of over 12 years that includes Sales, Branch Management, Training, Audit & Accounts Payables and Operations. She is a result oriented, hands-on individual with progressive management experience. Smruti is a master certified trainer for GE Money’s Sales Force Effectiveness (SFE) Program, a Chartered Financial Analyst & has a certification in training from American TESOL Institute.



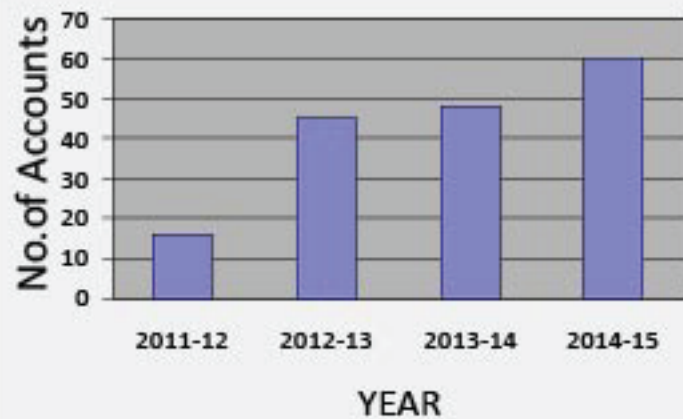
**Nithya Priya**

Nithya Priya is a result oriented professional with over six years of experience in Direct Selling Industry and Hospitality Industry. She has a proven track record of having achieved high customer satisfaction and improvements to the bottom line. A thorough professional and an expert in analysing sales, handling events, managing distributors & sales promotion activities and training the distributors.

## Our Journey So Far.....

In this remarkable period, we have acquired clients both from leading Indian business houses to MNC, across 20 different industries training and coaching employees. Maxires operates across 12 locations in the country and has crossed a little over 2,00,000 man days of training in the 45 months of existence.

Started with the LifeScience & Healthcare industry, Maxires today trains across many industries varying from Hospitality, BFSI, Manufacturing, Retail, Realty, Retail, Telecom, IT/ ITES & other sectors.



At the end of another challenging year, Maxires has been moving ahead confidently on the road to progress, prosperity, growth and development. In line with its forward-looking vision, we have grown remarkably well, successfully achieving milestones over time. The years gone by saw the company's growth scale new levels as we continued to march towards achievement and realization of new dreams. We are here to strive & arrive with more accounts & achievements before the end of the financial year.

## Accolades:

### People Matters

Maxires has participated in the People Matters L & D Leadership Awards under "On-Boarding" category and were competing with the likes of Tata's, Birla's, Reliance's & other such large organizations. People Matters is a leading knowledge and media platform in the Human Resources space. People Matters' print, online, digital and events platforms provide thousands of HR stakeholders with information, best practices, trends and industry news.

With 85 such participants across the country who had applied for the same and Maxires was tipped to be called for the final presentation. Being a minnow in this space, to put our hands up and being counted itself is a great credit to the team, having got so close & being ranked amongst top 18 means world of confidence boosting and positive self belief for everyone at Maxires.

With zeal, Maxires will be part of such events to win coveted awards in times to come.

### Cognizant Technology Solutions

Cognizant Technology Solutions, fondly known as CTS is a well-known name in global IT/ITES scenario. Being one of the leading companies in the world, it has always driven a best practice to recognize & reward those associated with CTS either as employees or as vendors. Having started a remarkable journey with CTS in June 2012, Maxires has carved a niche and is today enlisted amongst the top best training vendors. To add to our delight, one of our Coaches Ms. Achala Mahesh, Bangalore has been awarded as the Best Behavioural Trainer for the last quarter.

Few excerpts from our client that has made her to be the best trainer for CATP programme at CTS:

- She is a wonderful communication trainer.
- The enthusiasm that she has brought in the trainees about corporate culture is amazingly seen in the day to day work.
- She has brought a huge difference in trainee's attitude towards the training.
- The trainees are now much concerned about the written & verbal communication.
- She takes excellent sessions.

## **Sasikumar. U**

General Manager - GRT Grand

GRT Grand is proud to be associated with Maxires training & consulting. Mr. Deveanand and his team have been pivotal in formulating customized training modules based on our requirements. Backed with years of experience in the hospitality industry, the team has steadfastly proved time and again a partner by choice for our training requirements.

The team at Maxires has been very successful in adopting a methodology of training which is appealing and the same time successfully convey the required content through their modules. Their role plays, case studies, demonstration and videos used for various programmes set them apart from the others.



We wish Maxires and the entire team abundant success and good luck in all their endeavours.

## **R. Niranjan**

Sr. Vice president & Sales & Marketing - Life Cell International Private Company Limited

We at Life Cell International had utilized the services of Maxires training and consulting limited to run workshops pan India on Recruitment skills and Retention as well as on Team Building.

I would like to place on record that right from the start the way Maxires team went about creating the module, with their unique in sighting technique, involving the stake holders and get the finer details is exemplary.

Maxires has a team of professionals who have rich background of sales and training and have marvelled in their earlier jobs. The methodology of training is thus adept to today's market needs and the best part is that they do not have ready to run modules and all their modules are based on client's requirements. Their methodology of doing role plays for skill based programs sets them apart from rest of the pack.

We wish Maxires and team good luck and are certain they will carve a niche for themselves in the field of training and business consulting. It's our pleasure and privilege to write this communiqué to our clients, stake holders and all our well wishers who have helped us build training organization on the lines of Maximizing Results, be it building skills, knowledge, attitude or capability building across the levels in the organization.



## OUR SIGNATURE SERIES

Maxires believes in no one size fits all and hence all modules are made as per the industry and client specific requirement. Maxires offers its expertise on team building programs which are a blend of outbound and inbound through its VAK methodology, the one that suits for adult learning.

### First Time Managers :

Maxires offers its expertise through coaches who have been business leaders and managed large teams across the country both virtually and in close quarters. Organizations promote good performing employees to the next level. They are promoted with an expectation that they would be able to clone their juniors in terms of performance and productivity thereof. The results down the line are exactly the opposite, at times or isn't in line with what one would have expected of the role. It boils down many things such as being sensitive; believe in interdependence and art of developing and mastering the finer art of managing which is much different from supervision.

#### Pay off:

Through the structured approach that the client and Maxires adopt, it is certain that the following will be achieved:

- Enhancement of participant's managerial competencies, skill sets and usage of different leadership styles to manage people and business complexities.
- Enhanced imagery of the company represented by their employees and leadership.

### KAM - Key Account Management :

Maxires has established business heads as facilitators who have run businesses and been accountable for P & L in their last portfolios for decades together. Maxires coaches carry expertise at the leadership level in sales ranging from concepts to products, retail to institutional.

Key account Management is a strategic business approach with the objective of ensuring long-term and sustainable business development through profitable partnerships with strategically important customers.

#### Pay off:

Through the structured approach that the client and Maxires adopt, it is certain that the following will be achieved:

- Develop sales pitches for various product lines and handle sales rebuttals that are conceptual by nature as well as issue specific.
- Handle objections from price point and bring conceptual clarity with WIIFME for prospects.
- Better preparation for the call and enhanced call success ratios.

### RACE Recruit to Accelerate Career Excellence :

Maxires aims at maximizing results comes with many differentiators and as stated earlier to partner with the clients in providing custom made module, handling the most complex issues that plagues the industry today and providing end to end solutions.

One of the key challenges that we have in the industry is to recruit the right kind of talent. Such kind of talent is far and few in the market place. Hence it's imperative that the recruiters learn the "Art of Cherry Picking", the ability and skill while picking to pick up top line employees for the organization. Our expertise help organization arrive at competencies to look for & and prioritized competencies which would help teams meet business goals and also would provide pipe line for future leadership.

#### Pay off:

Through the structured approach that the client and Maxires adopt, it is certain that the following will be achieved.

- Sharper recruiting skills and also understanding the 4 stages of recruitment process.
- Importance of funnel, sourcing, Sifting a CV and interview process.
- Preparing to conduct a interview and art of questioning.
- Understanding the importance of appreciative inquiry and selection through elimination.

### Team Building DSTAR Drive Strive Thrive Arrive and Revive :

Maxires acknowledges the importance of team work and recalls the famous adage "Team is as strong as the weakest link". It says how important that each and every member in the team needs to be good to make a positive difference that is sustainable, which helps the goals to fructify on a consistent basis. The irony is that people are a bundle of emotions, which oscillate between personal and professional front thus making them stay focused becomes next to impossible. Managing people and their "feelings" are an integral part of a leader and hence it is important that the leader understand the nuances of team formation and also embrace realities of life and draw balance between work and life. As new members come in and vintage members stay, it becomes even more challenging for leader to maintain the fabric and also to scale results.

It's the quintessential part of future leadership and in fact the training ground to hone skills, which would become the bedrock of leadership.

#### Pay off:

Through the structured approach that the client and Maxires adopt, it is certain that the following will be achieved.

- Enhancement of participant's competencies, skill sets and usage of different training aids to help improve retention of team and productivity.
- Enhanced imagery of the company through their employees and the oneness.

## Recent Programmes



*Our venture into Quick Service Restaurants (QSR) – Shree Annapurna Shree Gowri Shankar, Coimbatore.*



*Our second program & 1<sup>st</sup> batch of "Communicate to Express" with Engineers at L & T, Hyderabad. The program was flagged off by Mr. Sukumaran D, Project Manager – Hyderabad Metro Rail Project & Mr. Vasudevan Nambiar, HR from team L & T.*



*Engineers of L & T at practice during a session in Hyderabad.*



*Our SPOT program at Cognizant Technology Solutions, Bangalore.*