

## Consulting Company Offers Marketing Know-How By Melanie Brooks The Burlington Post, July 11, 1999

Ever wonder why some companies know exactly how to market their products, or why some stores have better service than others? It's partly because of consulting companies like Burlington's Success Strategies.

"If you knew the personality profile of someone, you can tell how they think and how to talk to them," said Shelle Rose Charvet, owner of Success Strategies. "We can then find out the triggers to find out how to make a customer buy."

Rose Charvet is holding her second annual seminar which runs until July 16 at the Lakeshore Road Travelodge, teaching 30 consultants from around the world the language and behaviour profile (LAB). The program is designed to help people better deal with others in the business world by showing them how to examine and assess the personalities of the people they work with.

Rose Charvet will teach seminar participants how to deal more effectively with customers, know which products are appropriate for which consumers, train sales teams and improve communication within a business. Seminar participants went through an application process and had to have certain prerequisites to be accepted, such as neuro-linguistic programming.

After the 10-day course, participants will be certified to teach others the LAB profile.

Rose Charvet worked for various consulting firms before opening Success Strategies in 1991. She has provided teaching and consulting for organizations around the world. She is also president of the Canadian Association of Neuro-linguistic Programming.

"We used to work on really superficial things, but now our understanding of how human beings function is so strong," said Rose Charvet. "It's time we incorporated this into our daily business lives."