

About Us

Ignite Excellence is a professional sales training company that works with you to build influencing skills that enable you to win, maintain, and execute business. The ability to effectively communicate and to influence is mission-critical to your organization's growth.

Influence and persuasion skills increase sales by:

- Reducing price obstacles
- Maximizing opportunities to cross-sell
- Creating a seamless experience for the client
- Strengthening client loyalty
- Closing more business

As a sales training company, we work with you as business advisors, trainers, and coaches.

Our small group training programs assist organizations in meeting their change requirements as we focus on developing each individual based on their experiences while giving them the tools to move in the same direction as the corporate culture and vision of their organization.

Ignite Excellence's tailored solutions provide participants with tools to achieve their professional and personal objectives. We provide sales and product/service delivery solutions that enable participants to communicate with and engage all types of individuals and audiences. Our tailored solutions are:

- Training Programs – two to three-day solutions
- Keynote addresses – 45 to 90 minute solutions
- Training Sessions – 1-4 hours
- Integrated long-term training initiatives (on-going training in line with a growing organization)

What Differentiates Ignite Excellence?

- As a member of the Environics Group of Companies, Ignite Excellence has collaborated with Environics Research Group, one of Canada's leading marketing and social survey research consultancies, to create socioValue Influencers™. This proprietary Ignite Excellence research provides in-depth understanding of the various generations and the beliefs, values, and attitudes that we need to consider as the changing workforce, sales expectations and corporate culture continue to dominate business discussions.

We utilize socioValue Influencers™ research, along with information gathered through our in-depth interview process, to tailor sales training programs that will best suit your objectives.

- Our Program Leaders are not just facilitators – they are also subject matter experts. Your relationship starts with

the Program Leader right at the beginning of your relationship with Ignite Excellence. Our goal is to achieve long-term results and therefore, our solutions are extensive. The more extensive the program, the more the learning is integrated into your organization's culture.

- We have knowledge about your business through our experience. In addition, we discuss your corporate objectives with management, and individual objectives with participants. We incorporate those objectives and your organization's processes into the program so as to appear like a natural extension of your company.

- Suzanne F. Stevens, President & Founder of Ignite Excellence Inc., brings many persuasive communication concepts to her high energy keynote addresses. She is a highly sought-after and energetic speaker. She brings her unique vision on sales, leadership, and interpersonal communications to your organization to inspire your team to take their skills to the next level.

Whether your objectives require individual and/or team development or a brief keynote address that will prompt your team to think about your business differently, Ignite Excellence can tailor a training program, a session or a keynote address that is right for you and your organization.

{mosloadposition testimony}