

Tech Training Company Emphasizes “Freedom to Learn”

By Helping Clients Apply Technology to Their Needs

Knowing when you need help, knowing where to get help and having confidence in the source of that help are all critical factors when seeking knowledge.

For the folks at St. Louis-based Premier Knowledge Solutions that phrase could summarize their mission. PKS provides innovative technology training covering a spectrum of commercial computer software applications for the private and public sectors.

“I founded Premier Knowledge Solutions, with my equal partner Bill Biermann, in 2004, when we saw a competitive void in the business-to-business training market,” says Richard Losciale, president of PKS. “The competitive void was a complete lack of stable, flexible and resourceful companies who built training solutions around the actual work performed with technology...not the technology itself.”

“PKS is not in the training business. We are in the ‘freedom to learn’ business.”

That PKS philosophy of dispensing knowledge also applies when Losciale seeks help to benefit the business.

A perfect illustration occurred two years ago. PKS was less than one week old when Losciale trekked to the office of Rich Fyke, business counselor with the Missouri Procurement Technical Assistance Centers in St. Louis. Fyke is a specialist in the government procurement process and helped PKS explore that critical market.

“Rich presented a brief overview of MO PTAC, saying that it’s a network of business advice resources and its procurement search engine service helped level the competitive playing field for small and emerging businesses,” Losciale recalled.

“Basically, Rich was resourceful, candid, courteous and grounded in the real world. He was instrumental in helping us define and prioritize how we could win government work.”

Losciale targeted all levels of government because he and his partner had a basic understanding of the government procurement process, derived from experience in former sales

and marketing jobs. They also realized the PKS training regimen focused on key government priorities of security and technically capable solutions.

“We needed to generate leads and focus our sales efforts quickly,” says Losciale. “Rich helped us with immediately establishing our service level and business profile in the procurement search engine, gave me referrals to the local SBA offices and counseled me on rat holes and dungeons to avoid as we began PKS.”

In addition, Fyke helped Losciale understand the virtues of key word alignment in relation to Internet search engines, such as Google and Yahoo. Now PKS manages its “hits” better and currently ranks in the “Top 5” in most keyword searches in its business specialties, such as Microsoft certifications and FISMA.

After two years in business, the PKS training staff stays busy helping its commercial clients and its local, state and federal government clients learn the technology important to them and emphasizing their “freedom to learn.”

And the learning is a two-way street, according to Losciale: “Thanks to MO PTAC and Rich Fyke, PKS has identified, responded to and won three government contracts. But more importantly, we have learned how to put the business processes in place to repeat these successes.”

“MO PTAC has proven itself to be a valued renewable resource for my small business. Resourceful, capable, responsive, creative and supportive. Great work, Mr. Fyke!”

Because of his entrepreneurial successes Losciale will represent his firm at the MO SBDC’s annual Client Showcase Thursday, Feb. 15, in the State Capitol Rotunda in Jefferson City.

At that event Losciale and representatives from nearly a dozen other outstanding Missouri companies will meet with legislators to discuss their products and services. They also will be recognized for their contributions to the economic development of the state of Missouri and receive legislative resolutions.

For more information on the services of the MO SBDC program, call Fyke at 314-621-7280 or e-mail him at fyker@missouri.edu.

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