



2018 Business Academy Workshops

Sales Busting: How to Get Great Customers



A reliable customer acquisition process is the biggest need most small businesses face. Sales Busting shares proven tactics that help you acquire referrals and create demand. You can hold your price while increasing sales when your message is on point and clearly presents your value in a language that makes sense to your customer.

Sales Busting starts by helping you identify the few AAA prospects who could change your business and who are pre-disposed to put a higher value on your offering. Then we exchange your positioning statement, your elevator speeches and your glossy collateral for a provocative value proposition that immediately positions you as a

strategic partner as opposed to a supplier. We help your team design a visual differentiator, dollarize your benefits and build a campaign to reach the decision maker who can get your deal done. Then we teach you how to create proposals that shoot you to the head of the class.

Sales Busting Workshops are part of your membership and are open to your top leaders and salespeople. Start your year off on the right foot and tune up your customer acquisition process with Sales Busting!

Session 1: Getting your Offering Right

- How to Pre-select Customers who Feed your Economic Engine
- How to create an Unprecedented Value Proposition just for them

Session 2: Getting In

- How to research, plan and execute a strategy for getting to the ultimate decision makers
- Creating a referral generation process
- Creating a drip campaign for targeted customers

Session 3: Writing Killer Proposals

- How to stop quoting and start selling in your RFQ's
- How to present your offering in a way that makes competing proposals irrelevant

January 16, February 20 & March 20, 2018
Midland Hills Country Club
8 am - 12:00 noon



Market Busting Workshop Series



Session 1: Determining your Value Chain is focused on creating or transforming your customer's experience to make you the only/best choice. Through a process that puts you in control of what your customer is feeling about you and your offering we help you determine your ability to dominate each market you choose to enter. We'll explore specific methods to dramatically improve positives, infuse your offering with empathy and eliminate complexity from your daily activities.

Session 2: Determining your Unit of Value takes your findings from the first session and puts them through a process to see if you can change your offering in a way that changes the game entirely. Whether it is radically changing your unit of value, streamlining your delivery, or even building a culture of customer experience, you and your team will be given the thinking tools you need to ask a different question and get a different answer about how to compete.

Session 3: Flawless Execution will take your initiatives from the first two sessions and develop a "doable" execution plan. We will help your team identify exactly what you need to do to successfully make your vision a reality while teaching them a reproducible execution process. We will be aligning the activities of leaders, managers, vendors and employees into a comprehensive plan that moves your entire company toward your vision of enduring success.

Session 4: Leading Change is the critical link between concept and results. This session focuses on your leadership. You and your team will learn the most practical and virtually fool proof approaches I've ever seen to evoking commitment, inspiring action and building action. These easy to grasp concepts align people and engage them quickly in the process of making your vision reality.

As an Executive Group Member you are welcome and encouraged to attend these workshops with your key staff people. These workout sessions are designed to both teach your team the classic components of designing an unbeatable market strategy and give you the time to build it. These sessions will be fast paced and highly focused. No frills, very little philosophy; just lots of roll up your sleeves and get the strategy on paper. I created these workshops because I saw our members struggling to implement the market leading ideas we generate together. I believe a big part of the time the problem lies with our hectic schedules and lack of a clear step by step process. These sessions are pre-scheduled and the process is clearly defined.

April 17, May 22, June 5 & June 26, 2018
Midland Hills Country Club
8 am - 12:00 noon



Strategy Busting Workshop Series



Session 1: “Industry Strategy”

Session one will be a high level view of your industry, the key trends that are reshaping your marketplace, and the unique activities you can undertake to create and maintain a competitive advantage. We’ll engage your team in exercises to expose the biggest game changing opportunities and to explore the most pertinent questions that apply to your unique situation. You and your team will clarify your core economic engine and determine its direction and potential for long term success.

Session 2: “Company Strategy”

Session two will guide you down one of several paths to growth. Will you maximize your core business? Will you grow through acquisitions and adjacent opportunities? Will you create a disruptive innovator strategy and carve out a new market? Will you tune up your business model and create even more differentiation? Will you exit a shrinking market entirely? These big moves are the essence of positioning your company to win.

Session 3: “Business Strategy”

Session three incorporates the vital few initiatives from the first sessions along with an execution plan for the year. These initiatives and their champions will be captured, monitored, and managed by plugging them into a two page Vision / Traction Organizer to ensure everyone in your company knows what is important and how they are contributing to your plan. We’ll refer to and sometimes drill into the “Entrepreneurial Operating System” described in the book Traction and use it as a roadmap to insure your organization stays on track.

July 17, August 21 & September 25, 2018
Midland Hills Country Club
8 am - 12:00 noon



Culture Busting Workshop Series



It's been said that culture eats strategy for lunch. I don't know if that's true, but it can sure chew up people! Creating a healthy, productive work environment can be difficult because we have lots of chefs in the kitchen all leading and managing from the play books they unconsciously picked up at home, from their country of origin, school and the military. Culture Busting will help you create and execute a recipe for working together based on your company values and your company's unique strategic vision.

This curriculum is written to help you develop a personalized plan for creating a company where everyone can play at the top of their game. This workshop series

will give you the philosophy, strategy, and tactics to tap into your employees' natural motivators to do good work with a sense of purpose and urgency.

Please consider joining us for our Culture Busting workshop series to develop a personalized plan for creating a company where *everyone can play at the top of their game*.

Session 1: How to Create a High Performance Culture that Attracts and Retains Great People

- Background on context: Why we need to manage context vs. people
- How your beliefs about people determine your company's potential
- Understanding internal and external motivators: Abraham Maslow nails it!
- The 4 stages of employee engagement
- Administering the Gallup Q12™ in your organization to measure employee engagement

Session 2: Creating the Values, Standards, Systems and Structure for Engaged Employees and Loyal Customers

- Clarifying values and standards
- Establishing the structure through functional accountabilities
- Systems and processes that create employee engagement
- Learning the 4 essentials: Selection, leadership, motivation, and development

Session 3: Enlightened Leadership - How to Lead People while Managing their Environment

- Learning coaching/leadership skills to create/keep engaged employees
- Debriefing the Gallup Q12™ survey in your organization
- Creating your culture action plan

October 23, November 20 & December 18, 2018
Midland Hills Country Club
8 am - 12:00 noon

