



2024 Business Academy Workshops

SALES BUSTING WORKSHOP SERIES *How to Manufacture a Steady Supply of 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 resonates with 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 guide you to the creation of a provocative value proposition that positions you as a strategic partner in your customer's growth. We help your team design a visual differentiator, monetize 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 leaders and salespeople. Start 2024 on the right foot and tune up your customer acquisition process with Sales Busting!

SESSION 1 • JAN. 16

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 • FEB. 20

GUERRILLA MARKETING

- Monetize your differentiation
- Build your referral pipeline
- Forget the elevator; build a stadium speech
- Land your message, get your appointment

SESSION 3 • MAR. 19

WRITING KILLER PROPOSALS

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

January 16, 2024

February 20, 2024

March 19, 2024

8:00 am – 12:00 noon

Midland Hills Country Club

2001 Fulham St., Roseville MN 55113

Breakfast included

RSVP to this email to save your seats

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or 763.477.5599



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