



# 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**

