

Section	Module	Module Title	Outline of module
REVIEW & GOALS	1	Reality Check to move forward	You are in 1 of these 3 positions. Are you fit to grow?
	2	5 Game Changers	5 actions that can set you apart and ready for growth
	3	Gaining The 2 Win Factor	Know how to win and grow
	4	5 grow and prosper questions and the stages to fast growth	Follow these steps to prepare for growth and then work through the 5 step plan – customising to your business
	5	How are clients buying today?	The change in buying behaviour and managing the twin challenges that have replaced the traditional process. Qualification & Emotion
UNDERSTANDING THEM	6	How to-day's customers select a supplier	How the buyer of services or products has changed
	7	The 10 emotions of to-day's buyer	Understand this to be able to "connect" with to-day's buyer
	8	What a buyer looks for	Align yourself with these to be able to win the business
	9	Fly Blue Sky – your competitiveness differentiator	A model to almost make your competitors irrelevant. Includes case studies from Malcolm and time to customise the model to your business
	10	The 5 levers of effective business development	A five elements tactical plan to attract new customers
FINDING & ENGAGING NEW CUSTOMERS	11	The Profit Accelerator	A tool and a plan that brings cumulative revenue and profit growth
	12	Lead Generation To-day – an action plan	Know where leads come from to-day and select from a mind-map of lead generation options the core of your action plan
	13	Developing a social media strategy	How social media marketing can support and be effective in your growth strategy. Winning insights and tactics across Publish, Promote & Connect
	14	Sharpening your conversion skills	Managing to-day's sales presentation, handling negotiation tactics and know how to present your value differentiator to ensure you get the sale at your price.
KEEPING THE BUSINESS	15	Keeping and upgrading customers	The 3 stages of service delivery that build loyalty and retention