



Introducing the Growth Initiative

Growth Initiative Program Calendar

April-June 2011: Selling Upgrades

- 33% new business
- Triple your pipeline
 - Selling Upgrades
 - Finding Big Deals
 - Account Presence
 - Competitive Penetration

July-September 2011: New Appointments & New Accounts

- 25 new decision-maker appointments
- 25% new pipeline
 - The Logical Selling Process
 - Establishing Rapport
 - Creating Interest
 - Questioning for Needs
 - Presenting Solutions
 - Closing for Commitment
 - Handling Objections

October- December 2011: Create Leads, Urgency and Profitability

- Double your prospects
- Improve profits in 50% of your pipeline
 - Lead Generation
 - Selling Value

January – March 2012: People Management: Enabling a Growth Culture

- 25% more effectiveness across your employee base
 - Performance Planning
 - Career Development
 - Counseling Employees

New for the Manufacturing Industry

As we continue into 2011, many manufacturing companies and businesses like yours are seeing improved revenue cycles and a gradual return to profitability. Nevertheless, it is important to realize that new leads must still be generated; new customers must be sold; companies will need to prove their value proposition more than ever; existing account relationships must be nourished; and employees must be managed effectively.

To meet these immediate needs, AWFS® is launching **The Growth Initiative**. This program will feature a series of 90-Day Business Growth Campaigns along with a breakthrough instruction toolset for generating new business growth. AWFS® is working with The Manufacturing Institute and its partner, Growth Development Associates, Inc., a global consulting firm that has specialized in bringing training and business solutions to a wide variety of industries including manufacturers like Siemens and Microsoft for over twenty years.

Beginning in April 2011, each campaign will provide individuals from participating companies with proven growth strategies and the supporting skills and best practices needed to implement them.

Every 90 days, a new growth campaign (e.g., Selling Upgrades) will outline specific growth objectives and strategies as well as the supporting on-line “best practices” tools and coaching that will be utilized to achieve program growth targets.

Next, participants will be directed to specific on-line sales training modules (e.g., Finding Big Deals) that will introduce them to new skills and practices that will assist them in achieving that quarter’s growth targets. Registered participants will be guided in applying those newly acquired skills with both prospects and customers as needed. Additional support will be provided to participants via a dedicated campaign-specific web site and forum.

AWFS® believes that **The Growth Initiative** will provide anyone in your organization responsible for direct customer contact or sales responsibilities with:

- Proven business growth strategies and supporting “best practices” skills utilized by the most successful companies in the world;
- An affordable, easily accessible, online delivery vehicle that employees can use at home, during their spare time, or just prior to that next critical customer/prospect meeting;
- A collaborative forum of registered participants with whom to share questions, success stories and unanticipated challenges.