



## Introducing the **Growth Initiative**

### **Program Benefits to Manufacturers Innovation-The Growth Initiative:**

90-Day Growth Campaigns, designed to generate sustainable new growth for manufacturers.

### **Valuable Service Proposition for Manufacturers:**

The compilation of 20 years of proven “world class” growth strategies with “best practices” sales skills delivered for some of the most successful companies in the world.

### **Measurable Growth for Manufacturers:**

Each campaign targets new strategies and the practical selling skills proven to stimulate “measurable” revenue growth:

- April: Dramatic sales growth for existing accounts and pipeline
- July: Dynamic strategies for adding new clients and new sales
- Oct: Doubling prospects and improving pipeline profits
- Jan: Developing a sales culture across your employee base

### **The Growth Initiative**

**Affordable, Sustainable  
Business Growth  
Campaigns Implemented  
in a Unique, Web-based  
Learning Environment:**

The Growth Initiative offers “world class” growth strategies and skills in an innovative, learning-enhanced, web-based format. Participants are:

Introduced to the program via a “Kickoff” Webinar

Coached through the “90-Day” Campaign via an *Online Campaign Guide*

Instructed to register and take sequentially campaign-specific on-line skill modules and related “certification” tests

Coached to apply module-specific skills in the field

Instructed to proceed to the next on-line skill module and repeat the field application process, until all campaign modules are completed

Encouraged to use and participate in the interactive Growth Initiative web forum for additional campaign support and insight.