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# The Growth Initiative

In association with The Manufacturing Institute and  
 Growth Development Associates, Inc.

## 2011/2012 90-Day Growth Campaigns

Quarter	Growth Campaign	90-Day Objectives	Supporting Skills & Best Practices	Participant Fee/Person	Member Fee /Person	*Member Early Registration Fee/Person
Apr - Jun 2011	<b>Selling Upgrades</b>	<input type="checkbox"/> 33% new business <input type="checkbox"/> Triple your pipeline	<ul style="list-style-type: none"> <li>• Selling Upgrades</li> <li>• Finding Big Deals</li> <li>• Account Presence</li> <li>• Competitive Penetration</li> </ul>	\$396	\$356	\$316
Jul - Sep 2011	<b>New Appointments &amp; New Accounts</b>	<input type="checkbox"/> 25 new decision-maker appointments <input type="checkbox"/> 25% new pipeline	<ul style="list-style-type: none"> <li>• The Logical Selling Process</li> <li>• Establishing Rapport</li> <li>• Creating Interest</li> <li>• Questioning for Needs</li> <li>• Presenting Solutions</li> <li>• Closing for Commitment</li> <li>• Handling Objections</li> </ul>	\$693	\$623	\$553
Oct - Dec 2011	<b>Create Leads, Urgency, and Profitability</b>	<input type="checkbox"/> Double your prospects <input type="checkbox"/> Improve profits in 50% of your pipeline	<ul style="list-style-type: none"> <li>• Lead Generation</li> <li>• Selling Value</li> </ul>	\$198	\$178	\$158
Jan - Mar 2012	<b>People Management: Growth Culture</b>	<input type="checkbox"/> 25% more effectiveness across your employee base	<ul style="list-style-type: none"> <li>• Performance Planning</li> <li>• Career Development</li> <li>• Counseling Employees</li> </ul>	\$297	\$267	\$237
*Sign up no later than the last day of the initial 90 day campaign period				\$1584	\$1424	\$1264



Your association logo here

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## Frequently Asked Questions

**Q: Who is GDA?**

A: Growth Development Associates, Inc. was founded with the vision of “helping individuals and organizations achieve record level growth through the use of consulting and training services!!” For 20 years, GDA has assisted clients, throughout the US and in more than 40 countries around the world, develop innovative and successful growth strategies integrated with GDA’s proven “best practices” sales skills. Recently, GDA has offered these same “road-tested” strategies and skills in an exciting and affordable on-line curriculum and complementary audio format.

*“We have over 8 million reseller sales people worldwide... We have to find a way to improve and certify their sales skills on-line, and GDA has the content we need.” Kimberly Ishoy, Director of World Class Selling Initiative, Microsoft*

**Q: How do I know that these growth campaigns will really work?**

A: The Growth Initiative is founded on “best in class” strategies and techniques that GDA has been successfully deploying in manufacturing companies like yours for over 20 years.

*“GDA’s programs are among the best of the professional sales training courses... I would heartily recommend your programs to any group to maximize its potential” - American Express*

*“This is the most useful and practical sales training I have encountered. The measure of my success based on the information learned will be phenomenal.” -K. Barger, DPI Inc.*

**Q: How do the supporting skills and best practices modules help me achieve my 90 Day objectives?**

A: Each campaign will start with a webinar to set you up for success. Several on-line modules will guide you through the learning process with easy to follow instructions, videos, and frequent testing for understanding. A step-by-step guide for each portion of the 90 day campaign will also be provided.

**Q: How can I get individual help after the program gets started?**

A: A web-based forum for each campaign will be established that will not only provide “step-by-step” instruction on how to progress through each 90 Day Campaign, but will provide live interaction with other people participating in the campaign. GDA staff will also be monitoring this forum and provide guidance when necessary.

**Q: Why shouldn’t I wait for the economy to turn around?**

A: That’s what your competition is waiting for! The Growth Initiative will teach strategies and skills to create new business from your current customer base, as well as instruction on how to attract new customers to produce profitable revenue for the organization.

**Q: We sell through resellers. Is this program for us?**

A: Yes. Your resellers market your products along with your competitors. The key is to get them to lead with your products by showing them how to better position your products to the marketplace. The Growth Initiative can provide the insights and skills you need to accomplish this with your channel partners.

*“Siemens EMEA has had about half of our reseller owners already sit in your sales training classes.... We cannot afford the cost of travel and hotels; it needs to be on-line, tested, certified, but still GDA quality.” Angus Marshall, VP Siemens PLM Software Partners – EMEA*

**Q: We don’t have any sales people in our company. Is this program for us?**

A: Everyone that touches the customer in your organization should be capable of understanding your customer’s needs and addressing those needs through the products that you manufacture. The Growth Initiative will help you create this kind of sales culture throughout your entire organization that will result in the growth of your business.

**Q: Do I have to start on April 4<sup>th</sup>?**

A: No. Even though we are marketing the beginning of The Growth Initiative as April 4, 2011, manufacturers can sign up and participate in the program at any time.

**Q: Do I have to sign up for all 4 campaigns at one time?**

A: No. Although participants will receive a pricing discount for signing up for all 4 campaigns at one time, an individual can sign up for 1 campaign at a time.

**Q: Can some people in our company start at different times?**

A: Yes. Individual employees may start at any time they wish.

**Q: How do I get started?**

A: Your association will provide you with access to a website that will guide you through the registration process as well as provide additional information on The Growth Initiative campaigns.

**Q: Why should I pay for more than one participant for my company?**

A: The creation of a growth culture in your company will likely be achieved if key individuals *throughout* your organization participate in the program.

**Q: What forms of payment will you accept?**

A: We accept credit card payments only.



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