

Frequently Asked Questions About: The Growth Initiative and 90-Day Campaigns

Q: The Growth Initiative: What is its objectives? What is the source of The Growth Initiative's strategy and curriculum content?

A: The objective of The Growth Initiative is to generate ***“achievable, sustainable, profitable growth for manufacturing companies NOW..... despite the economy”***. The campaign strategies and curriculum content are based upon ***proven “world class” growth strategies and road-tested “best practice” skills from the most successful companies in the world.”***

Q: GDA's “World Class” Content: Why should I believe that GDA's campaign content is really “world-class”?

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 over 22 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. GDA now offers 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: Growth Campaign 90-Day Objectives: What assurances do I have that the growth campaigns can achieve their 90-day objectives?

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 22 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: 90-Day Objectives Supporting Skills: How do the supporting skills and “best practices” modules help me achieve my 90-day objectives?

A: Each campaign (e.g. Selling Upgrades) will start with a “campaign-specific” webinar to set you up for success. A select series of coachable, practical on-line “best practices” 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: Selling Upgrades: Tell me more about this campaign and curriculum.

A: This first campaign will generate short term, dramatic sales growth from existing accounts with easy to follow guidelines and account management practices. If new life's blood is needed to invigorate lagging business pipelines, then this is the program to start with. Courses include: *Selling Upgrades, Finding Big Deals, Account Presence and Competitive Penetration.*

Q: Adding New Appointments & Accounts: Tell me more about this campaign and curriculum.

A: This second campaign focuses on dynamic strategies for adding new clients and sales opportunities; finding and engaging decision-makers; managing a selling cycle; building customer relationships; developing instant credibility and interest; and techniques for presenting, selling, overcoming objections and gaining customer commitment. Courses include: *Logical Selling Process, Establishing Rapport, Creating Interest, Questioning for Needs, Presenting Solutions, Closing for Commitment and Handling Objections.*

Q: Creating Leads, Urgency & Profitability: Tell me more about this campaign and curriculum.

A: This third campaign will enable manufacturers to double their prospects and improve pipeline profits as they create leads and establish urgency. Techniques guide participants to effectively develop and coordinate their sales and marketing efforts and articulate a clear value proposition that leads to closing the sale. *Courses include Lead Generation and Selling Value.*

Q: People Management & Growth Culture: Tell me more about this campaign and curriculum.

A: This campaign focuses on sales skills and how to create a “sales culture” that serves as a subset of a growth culture. Management infrastructure and behaviors needed to sustain a genuine “growth culture” across the employee participant base are highlighted. By participating in this fourth campaign, manufacturers will greatly increase the effectiveness and performance of employees at every level and in every job function. Courses include *Performance Planning, Career Development and Counseling Employees.*

Frequently Asked Questions About: Campaigns Costs and Getting Started

Q: Campaign Costs: What is the cost of the individual campaigns

A: Growth Campaign	Participant	Member	Early
	Fee	Fee	Register
Selling Upgrades	\$396	\$356	\$316
Getting New Accounts	\$693	\$623	\$553
Creating Leads & Profits	\$198	\$178	\$158
People & Growth Mgt.	\$297	\$267	\$237
Total:	\$1584	\$1424	\$1264
Single Class \$99	Full Program Early Register \$995		

Q: Program/Campaign Discounts: Are there discounts for early signup or association member discounts?

A: Yes. Member discounts are described under the “Answer” addressing “Campaign Costs” above. If you are a member of a sponsoring association, your company and all participants will get a “Member” discount as well as an “Early” discount for signing-up for a campaign during its initial 90 day period (e.g. The “Early” discount for the Selling Upgrade Campaign is in effect through June 30, 2011.) Well worth considering is an attractively priced “Full Program” discount of \$995 for all four campaigns, an almost 40%, \$589 discount.

Q: Different Start Dates: Do I have to start on April 4th?

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: Different Start Times: Can some people in our company start at different times?

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

Q: Campaign Sign Up: 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: Getting started: How do I get started?

A: Your sponsoring association will provide you with access to their associations MI-GDA/Growth Initiative Landing Page website that will guide you through the registration process as well as provide additional information on The Growth Initiative campaigns.

Q: More than One Participant: 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: Wait for the Economy to Improve: Why sign up now? Why shouldn't I wait for the economy to improve?

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: Resellers and Retail Sales: Is this program for us? We sell only through resellers.

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: No Sales People: Is this program for us? We don't have any sales people in our company.

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: Participant Help Forum: 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 also 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: Payment: What forms of payment will you accept?

A: We accept credit card payments only.