



“It’s all about *achievable, sustainable, profitable growth* for your business
NOW !!”

The Manufacturing
Growth Initiative

Proven “World Class” growth strategies and road-tested “Best Practice” skills from the most successful companies in the world.

90-Day Business Growth Campaigns:

Affordable, Sustainable Growth Implemented in a Unique, Web-based Collaborative Forum for Sharing Ideas And Solving Problems.

Campaign Participants are:

- Introduced to the program via a “Kickoff” Webinar
- Coached through the “90-Day” Campaign via an *Online Campaign Guide*
- Guided to register and take sequentially campaign-specific on-line skill modules and “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 practice process, until all campaign modules are completed
- Encouraged to use and participate in the interactive Growth Initiative web forum for additional campaign support, FAQs and insight.

Quarter	Growth Campaign	90-Day Objectives	Supporting Skills & Best Practices
Apr - Jun 2011	Selling Upgrades	<input type="checkbox"/> 33% new business <input type="checkbox"/> Triple your pipeline	<ul style="list-style-type: none"> • Selling Upgrades • Finding Big Deals • Account Presence • Competitive Penetration
Jul - Sep 2011	New Appointments & New Accounts	<input type="checkbox"/> 25 new decision-maker appointments <input type="checkbox"/> 25% new pipeline	<ul style="list-style-type: none"> • The Logical Selling Process • Establishing Rapport • Creating Interest • Questioning for Needs • Presenting Solutions • Closing for Commitment • Handling Objections
Oct - Dec 2011	Create Leads, Urgency, and Profitability	<input type="checkbox"/> Double your prospects <input type="checkbox"/> Improve profits in 50% of your pipeline	<ul style="list-style-type: none"> • Lead Generation • Selling Value
Jan - Mar 2012	People Management: Growth Culture	<input type="checkbox"/> 25% more effectiveness across your employee base	<ul style="list-style-type: none"> • Performance Planning • Career Development • Counseling Employees

You may find more information at www.mi-gda-growthcampaigns.com/awfs2011