

## Rapid Results for Growth

### Deliver results not just solutions

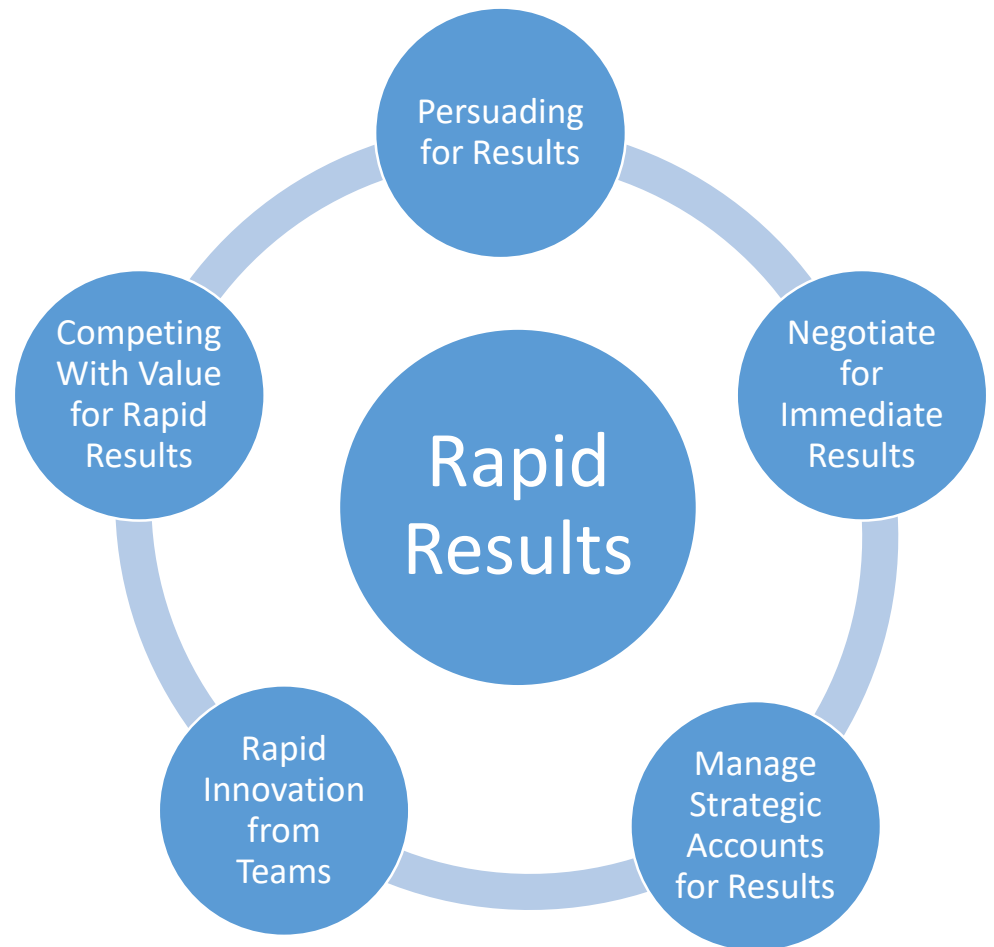
Every week, across the globe, in every industry, in every market, business gets more competitive.

Customers demand lower prices and your competitors are willing to drop their prices. How can you compete and grow without starting a price war and lowering your prices?

Rapid Results for Growth is an integrated process, driven by five workshops and active consulting, designed to help participants increase results. With practical organisational wide tools that deliver growth, the process uses value to transform how you persuade, negotiate, innovate and manage new prospects and your top accounts.

Each workshop may be taken independently, but when taken in a structured program using value in all workshops delivers fast results. You gain practical solutions and deliver sustainable business results.

For teams and corporations, this program provides you with a competitive advantage by creatively promoting your value. So, you compete on value and not price.

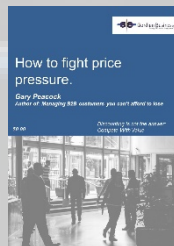


# Competing With Value for Results

With increasing pressure from customers and competitors to reduce price, do you have to compete on price? Only if you are a commodity where your product or service is identical to your competitors.

If there are differences between your products and your competitors, then you don't have to compete on price.

You must connect with client's business needs and the decision maker's perception of value because decision makers decide on price and value. To do this you need to craft a succinct value proposition for presentations and proposals for your top accounts.

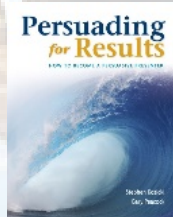


# Persuading for Results

The skill of persuasion is becoming more valuable. To get decision makers to take action, you need to use value to build relationships faster and reduce uncertainty about your solution.

With today's avalanche of data, how you present data to give decision makers insights and value is an essential skill.

Using the Persuading for Results Model®, a unique process to help you confidently persuade, you will manage both emotion and logic with key internal and external stakeholders. Learning to persuade by communicating how you will create value and how you will seek actions for commitment.

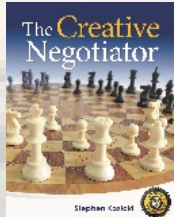


# Negotiate for Immediate Results

Negotiation is a vital skill in a range of business interactions. When you understand how to negotiate effectively, you can plan and achieve better outcomes in every situation.

Negotiation is a skill that can be learned and practiced.

To develop creative solutions, stronger relationships and better deals, focus on the preparation, the process and the people. Highly practical, this program will be immediately applicable and will set the foundation for positive change. You will gain comprehensive knowledge of all phases of the negotiation process.



# Manage Strategic Accounts for Results

You are urged to find new customers, new markets and to grow. To grow, your initiatives must include your current key accounts, and your growth must be through value.

How an organisation manages its strategic relationships with key customers has a dramatic impact on the success and profitability of their business.

Deepen your understanding of your most important customers, enabling you to create more value for your organisation by leveraging the power of your best customers. Minimising strategic vulnerabilities and maximising strategic opportunities.



# Rapid Innovation from Teams

You are facing increasing pressure to produce more for less. More with less time, less money and less people. You are increasingly facing tough problems which you need to solve fast.

This creative and practical workshop allows you to see your problems and opportunities from different points of view.

This innovative process uses rigour and relevance to accelerate solutions to your real-world business problems.

This intensive program uses the globally acclaimed Idea Pack© to generate breakthrough ideas – to produce results fast.

