



Psychology and Strategies for Growth Programme

Overview, Purpose and Objectives



PSYCHOLOGY AND STRATEGIES FOR GROWTH PROGRAMME

1. Programme Purpose and Objectives

The principal purpose is to demonstrate to delegates that to grow and develop a mature business requires a mix of attitude and commitment, time management and the utilisation of strategies that will work.

To show delegates that finding time for growth activities requires firstly a strategy to maintain existing business in a way that frees up enough selling time to facilitate focus on new opportunities.

To show delegates that having established a Maintenance Plan it is necessary to evolve and implement a Business Development Plan.

To demonstrate that our mental attitude controls our reality and that growth requires a mental commitment and an internal desire before a growth plan can be evolved, implemented and achieved.

The principal objectives of the Programme are:

- To demonstrate how and why the average human being is restrained from being extraordinary merely by their beliefs and paradigms which have evolved from every day thoughts and experiences
- To show delegates that thoughts are causes, which create effects, and that the right thoughts deliver positive outcomes and that negative or wrong thoughts (which are quite natural) deliver negative outcomes
- To show delegates that unmanaged time is the biggest threat to growth and development
- To provide delegates with tools and models to segment their customers between those where opportunities are limited and those where growth can occur
- To show delegates how to focus on the potential values of new customers and targeting them accordingly prior to commencing any prospecting activity
- To teach delegates how to evolve and implement maintenance and development plans with time allocated to each



2. Programme Overview and Contents

This Programme is structured to run over two days typically for 8 to 12 delegates.

It is well accepted in most activities that our mental approach to a challenge is probably more important than the ability to attain it, hence the expression: *"It is not the size of the man in the fight that counts; it's the size of the fight in the man that really counts"*.

Some sales people inadvertently allow themselves to develop a negative attitude towards increasing sales and margin when the market hardens, competitors get aggressive, and buyers get tough. Sales people tend to build a mental picture which blames products and services, prices and rates, the management, the market and competitors as reasons for justifying their lack of performance. Surprisingly this aspect of a sales person's toolbox is not usually focused on in an organised and consistent way by either the sales people themselves or their management.

The Psychology and Strategies for Growth Programme teaches people how to have a much greater effect on outcomes by showing them how to think, how to plan and how to implement activities for growth.



3. Agenda for Psychology and Strategies for Growth Programme

Day 1 – Morning

Psychology and Strategies for Growth Programme

- Introduction, Purpose and Objectives
- Two-Day Agenda
- **Personal Introductions**
- **Overview of What It Takes to Build:**
 - Attitude and Desire
 - Commitment
 - Time Management
 - Customer Segmentation
 - Maintenance Plan
 - Development Plan
 - Implementation
 - Measurement
- **Attitude and Desire**
 - We become what we think about
 - The Subconscious creates Reality
 - Negative v Positive
 - Creating Self-Value
 - Being the Best
 - Overcoming Barriers
 - Visualisation
- **Developing a Build Mentality**
 - Urgent v Important – Covey's Matrix
 - Control v Accident
 - Maintenance Activities v Build Activities
- **Individual Project - Time Allocation and Management**
- **Lunch**



Day 1 – Afternoon Psychology and Strategies for Growth Programme

- ♦ **Segmentation:**
 - Valuing the Potential of Existing Customers
 - Selecting New Prospects by Potential Value
 - The Cost of a Sales Visit
 - Cost of Activity v Return
- ♦ **Individual Segmentation Project:**
 - Creating a Template and Outline Plan for Future Completion
- ♦ **Customer Relationship Management:**
 - Targeting Maintenance Activity from Segmentation
- ♦ **Individual CRM Project:**
 - What should be the Objectives of a Maintenance Plan?
 - Who to See
 - What to Do
 - Valuing Time and Cost of Maintenance
- ♦ **Group Project – Review and Discuss Segmentation and CRM Relative to Development Planning**
- ♦ **Set Individual Evening Project:**
 - Creating a Template for a Maintenance Plan which is 'What?', 'Who?', 'When?'
 - Allocation of Time to Existing Customers leaving Time to Develop New Customers
- ♦ **Summary and Close Day 1**



Day 2 – Morning Psychology and Strategies for Growth Programme

- Introduction to Day 2
- Review Day 1
- Presentation of Evening Project – Group 1
 - Group Discussion to review and improve Plans
- Coffee =Break
- Presentation of Evening Project – Group 2
 - Group Discussion to review and improve Plans
- Lunch

Day 2 – Afternoon Psychology and Strategies for Growth Programme

- Components of a Business Development Plan
 - Objectives
 - Targeting New Business
 - Time Allocation
 - Activity Plan - Who does 'What?', 'When?' 'How?'
 - Implementation and Responsibilities
 - Measurement
- Team Project – Preparation for Development Plan Templates
- Presentation of Template Contents
- Delegate Feedback and Reviews
- Summary and Close the Programme