

ON-SITE STATE FUNDED SALES & BUSINESS DEVELOPMENT BOOTCAMPS

Manufacturing/Warehousing/Retail/Distribution/Farms/Restaurants & Food Processing Industries

- Four ½ day sessions
- Structured results driven process
- Outline Strategy, Marketing Plan, Sales program, client relationships & Communication channels
- List of actions necessary to achieve Plan
- Business Development linked to metrics
- TOTAL COST = \$2,400 w/o credit
- \$160 Credit per Company Attendee
- 15 Attendees or more = ZERO OUT OF POCKET
- 100% MONEY BACK GUARANTEE
- Call or email to Learn more ASAP!

THE STATE IS CONFIDENT WE CAN HELP, SO THEY ARE WILLING TO PAY US FOR EACH ATTENDEE!



WHY YOU NEED A SALES & BUSINESS DEVELOPMENT BOOTCAMP?

- "I WISH THERE WAS A STRATEGY TO OUR BUSINESS DEVELOPMENT"
- "90% OF COMPANYS BELIEVE INNOVATION IS KEY TO GROWTH & WE STRUGGLE WITH IT"
- "WE CAN'T LIST 9 BENEFITS OF EACH PRODUCT IN 1 MINUTE TIME FOR EACH ITEM"
- "WE CHRONICALLY MISS OUR GROWTH TARGETS"
- "HOW DO WE STAY UPTO DATE ON NEW DEVELOPMENTS IN THE INDUSTRY"
- "AS LEADERS, WE ARE GOOD OPERATORS, BUT NEED TO BE MORE STRATEGIC WITH SALES"

BENEFITS

- Make your future happen don't let it happen – (Proactive vs Reactive, Victim or Victorious)
- Establish Direction – (Purpose, realistic goals, measurable, clearly communicated)
- Make wise business decisions – (clear vision, know competition, strategy)
- Create longevity of the business – (markets & industries changing fast, data analysis, new sales)
- Increased Profitability and market share – (product offerings that hurt revenue, targeted marketing, customer segments, value add opportunities)
- Unique differentiation: avoid "competitive convergence" – (strategy to differentiate vs competitors, duplication identification)
- Value proposition for each product – (comparison sheets vs. key competitors)

PROGRAM ELIGIBILITY

Employers who qualify to receive State-funded training must:

- Have a CEAN (California Employer Account Number)
- Commit "X" number employees to 16 hour bootcamp (min = 2, max = 20)

Please note: Participating employees will be required to meet certain minimum wage requirements. (Varies by industry and county)

More Information or
Free Consultation:

- Contact: Randy McKinley - "The Company Doctors" | www.thecompanydrs.com
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- or
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