


Managing for Sustainable Growth and Profitability Workshop

Overview

More than ever before, today's Business Managers are faced with multitude of challenges and opportunities in today's ever-changing business environment.

Implementing a successful business strategy demands that strategic business units (SBU) are manned by Managers who are well skilled in managing key fundamentals of success; from motivating and engaging the team, increasing acquisition and retention of profitable customer, account/ relationships management for value, mitigating risks through compliance and regulatory adherence, to focus on accomplishing the SBU's strategic goals.

The Managing for Sustainable Growth and Profitability Workshop is a 3 day Workshop designed to support Managers with skills, tools and methods critical to developing and implementing a successful SBU development strategy for a sustainable growth and profitability.

Workshop Objectives

At the end of the Workshop, participant will be able to:

- develop and Implement SBU's Business Plan;
- discover Individual Leadership and Management Styles;
- grow the SBU profitably;
- utilise Proven Sales, Service, and Relationship Building Skills and Tools;
- motivate and Boost Employee Engagement and Team Success;
- manage Challenging Situations with Team Members and Customers;
- strengthen Communication and Day-to-Day Effectiveness with the Team;
- increase ability to Benchmark Team Members' Performance in the SBU; and
- determine Critical SBU's "Best Practices" and Model Desired Behaviours and Best Practices..



Outline

- The SBU Metrics, KPIs & Balance Score Cards Setting & Implementation
 - Developing Sales & Service Standards & KPIs
 - Developing Team & SBU Balance Score Cards
 - Tracking, Monitoring & Evaluation Tools
 - Best practices on Motivating & Rewarding Performance
- Today's Customer's Journey & Implications
- Beating the Competition- Maximizing Your Business Competitive Value Edge
- Growing the SBU:
 - The Changing Selling World - Helping the Customer to Buy
 - Consumer motivation and buying behaviour;
 - Customer Buying Cycle - The New Reality
 - Selling on Value- No More Product Pushing
 - Consultative and Solution Selling Applied
 - Customer On-Boarding- The New Paradigm
- Maximizing Customer Relationships
 - Networking Do's and Don'ts
 - Calling on Prospective Customers
 - Tips on Protecting Key Customers
 - Customer Experience Management- Maximizing Customer Engagement for Value
- WII-FM: 3 Rs to Growing an SBU
- Staff Meeting- An Effective tool for SBU Development -
 - The Anatomy of an Effective and Productive Staff Meeting
- SBU- "Best Practices" and Action Planning

Target Audience: Strategic Business Unit Managers, Team Leads and their Assistants

Investment Fee: \$ 1,595.00 per participant. (Group rate available)

Duration: 3 days

