



PROGRAM OVERVIEW

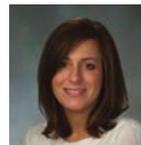
Organizational Excellence is a world-class program that combines innovation with vetted sales and marketing methods (the "SMART Sales and Marketing Concepts") to achieve notable results in any organization, with increased efficiency and productivity for both the business and the individuals supporting it. Focus on internal processes in Project Management combines with broad leadership training to help organizers execute a diverse range of projects that support key business objectives. In fact, 80% of companies that have embraced and implemented the SMART Sales and Marketing concepts have experienced increased sales growth of up to 300%. The learning outcome for all attendees is a wealth of knowledge in the areas of customer centricity, innovation digital marketing, project management and leadership and sales techniques that focus on strategy and taking action. Designed to inspire change both personally and professionally, this program provides the tools to build a successful and robust sales and marketing plans enhanced with a strong sales pipeline.

Drawing upon a proven method from the "Learning Pyramid," this program applies the techniques of discussions and collaboration, a practicum component, and a chance to teach back the material for true mastery. The curriculum is delivered by three dynamic experts in sales, project management and marketing who have published research and achieved high-level positions within million- and billion-dollar companies; and now are personally committed to their students' success. This program is designed to enhance knowledge for life-changing impact.



Marvin Deitz - Ph.D.

Adjunct Professor for Customer Centricity and Project Management at R.I.T Croatia. He was an award-winning National Accounts Sales Manager at the Edward Don and Company. Marvin also launched a customer relationship software program called My Special Days.



Lorena Mathien - CPIM, APICS & PMP Certified

Assistant Professor of Business in the Business Department at the State University of New York at Buffalo State. She has managed a wide range of new product development (NPD) projects, ranging from small-scale to several million-dollar.



Joe Morone - CEO and Co-Founder, Worldleaders Inc.

Lead sales trainer at the Smart Sales Institute, co-author of the five-star-rated bestseller, The Smart Sales Method: The CEO's Guide To Improving Sales Results for B2B Technology Sales Teams, and an acclaimed international B2B Technology sales speaker.

GOALS

- > Understand the supporting scientific research that drives the new SMART sales and marketing process
- > Understand the newest project management tools to help drive efficiencies in processes and projects
- > Learn and apply the leadership techniques and best practices that distinguish successful organizations
- > Apply the SMART sales process techniques using a “teach, lead and close” strategy
- > Implement sales evaluation plan gap analysis
- > Master the IDIC (Identify, Differentiate, Interact, Customize) process for customer relationship development
- > Master the newest leadership techniques by reducing the “gap tension” of where you are where you want to be
- > Understand key concepts for staging a customer experience delivery using the four experience realms
- > Apply the 18 innovative SMART sales skills & advanced presentations and closing skills
- > Analyze the newest techniques of digital and social media marketing to build a strategic plan

METHADODOLOGY

- > Case study analysis and application of key learnings help drive efficiencies in processes and projects
- > In-class application of concepts to active projects
- > Interactive lectures using multi media
- > Access to research and results from four sales consulting companies
- > Use of the SMART Sales book written by instructor Joe Morone
- > Team-based discussion and project work
- > Teaching back class concepts in a unique format

PROGRAM MODULES (Duration: Five months, three days each module)

Module 1: Project Management and Leadership

Critical to success in project management is the leadership and interpersonal skills of those leading and guiding teams. This module will focus on the project management “building blocks” that are essential for all projects, combined with leadership tools and interpersonal skills, to manage projects efficiently and well. All module concepts will be applied to team initiatives focused on delivering a real project through the entire “Project Management Life Cycle.”

Day #1: Learn and apply Product Management Life Cycle tools that create the framework for an effective process

Day #2: Leadership assessment and gap analysis plan to cultivate leadership skills and other best practices for driving a team

Day #3: Review and application of advanced Project Management tools along with team charter exercises

Outcome: Team projects will analyze a real-world project, applying each step of the PMLC process: scoping, planning, launching, monitoring, controlling and closing.

Module 2: Customer Centricity

Customer Centricity will focus on the different methods that help organizations focus on developing relationships with external customer and employees to increase LTV (Lifetime Value). The new paradigm of customer marketing is to get, keep and grow customers; and all resources in the organization must align to achieve these objectives. Staging the customer experience is important to enhance value to customers, which will help retain customers and gain new ones.

Day #1: Understanding the new customer-centric organization and its impact on sales and profit and Lifetime Value

- > Apply the five disciplines of a learning organization
- > Identify and differentiate customers through data mining
- > Apply customer-centric principles through case study analysis

Day #2: Interaction and customization to create value

Day #3: Staging the customer experience and creating customer-centric strategy plans

Outcome: Each participant will deliver a customer-centric strategy and implementation plan for their organization.

Module 3: SMART Advanced Sales Consulting

This module will focus on a research-driven advanced sales techniques for the sector of business-to-business (B2B). Each participant will take an on-line sales evaluation and, with his or her group, hone a plan to close the gaps, benchmarking the best sales executives in the world.

Day #1: Focus on the sales evaluation results and the gap analysis to develop a plan that builds upon strengths and mitigates weaknesses.

Day #2: Apply 18 key sales skills, mastered among the top 6% best sales performers statistically and these will be discussed and applied.

Day #3: Mastery of the following closing skills that improve the win probability while reducing the sales cycle:

- > Proposal/presentation development
- > Sales presentations
- > Closing skills applying “relative values” closing model

Outcome: Each participant will deliver a focused presentation that reflects advanced sales techniques and consulting strategies.

Module 4: Innovative Digital and Social Media Marketing

Innovation in digital marketing is critical for growing any business or organization, even and especially within the rapidly changing landscape of this exploding marketing niche. Social media marketing has a direct and lasting impact upon brand, reputation and development of customer relationships. Instructor Marvin Deitz is a social media expert, having fine-tuned his digital marketing agency over the past six years. Key concepts and innovation in the digital marketing space will be discussed to maximize brand messaging while increasing search engine optimization.

Day #1: Building a strategic marketing vision and plan that supports the overall company objectives

- > Review important elements of a web site, email marketing and reputation management
- > Build and communicate a value proposition in the digital space
- > Execute digital branding

Day #2: Focus on all elements of social media marketing, leading with broad strategy and then drilling down to the supporting initiatives

Day #3: Continue exploration of advanced social media marketing, with an analysis of ad placements, contests, polls and other innovative ways to drive impressions, reach and engagement

Outcome: Each participant will deliver a strategic marketing plan for digital and social media