Dear Web Guest

Thank you for downloading our information.

While it would be beneficial to meet with you to assess your current situation, if any of the following concerns, business goals and/or business conditions and concerns exists within your business, we can definitely guide, assist and offer tangible value.

Our 6 Step Sales Engagement & Rejuvenation Strategy Process is designed to guide executive teams, Business Owners, Senior Managers and selected staff members, and their business, in dramatically improving sales performance in all/any combination of the following situations.

- A need to evaluate your current situation and then implement "leap frog" customer strategies and design a new business future.
- A need to understand, adapt and take advantage of your changing competitive landscape; in terms of economic conditions, changing legislation, competitor actions and initiatives, changing customer preferences and behaviour patterns.
- A need to fix declining sales/Turnover of a business or division.
- A need to "turbo" customer acquisition.
- A need to improve customer retention.
- A need to design and implement customer growth strategies.
- A need to grow existing products and services into a new market.
- A need to create a new market.
- A need to decide whether to "walk away" from an existing market.
- A need to re-capture and existing market.

The differentiator in our methodology and is that we focus on two drivers of sales viz: “the customer purchasing” and “the business selling”

The customers of today normally hold the power as they decide where to spend from their wallets.

Sales Engagement & Rejuvenation Strategy Facilitation

We guide Businesses and Business Divisions in a unique "6 Step" Process in terms of identifying and understanding sales problems and opportunities directly related to their marketplace, customers and their business sales approach.

We then assist businesses and/or business divisions to solve/take advantage of the sales problems and/or opportunities identified, by assisting in the implementation of the relevant changes needed to improve financial sales performance through targeted sales engagement.
This program is designed for Directors, Business Owners, senior management teams and selected staff members.

Investment Cost

1. Full Day Facilitation ...an Investment Cost of R 9 500.00 Excl

The investment cost covers the following;

- Pre-workshop scoping.
- Facilitation.
- Applicable workshop materials.
- Post workshop outcomes report.

The following is for the cost of the client:

- Venue hire, equipment hire, refreshments and lunch if applicable.
- Travel costs, airfares, car hire, parking, out of pocket expenses and accommodation.
- The applicable AA rate for travel in excess of 100 Kilometres (in and outbound) from Fairland Johannesburg.

The duration of the 6 Step Sales Engagement & Rejuvenation Process is normally one full day.

We use facilitation techniques in delivering this program as they provide the following benefits in a group situation:

- Higher Quality decisions normally result.
- Increased participation within a group increases productivity.
- Group members are often more motivated to support decisions made because of their involvement in the process.
- The best efforts of groups normally produce better results than individual efforts.
- Innovation and problem solving skills are developed and built.
- People are encouraged to think and act.
- Negative attitudes, low involvement, low morale and withholding of information are less likely as everyone is involved in a joint process.
- It creates a constructive forum for problem solving and opportunity identification.
- Subjectivity in decision making is reduced dramatically with an experienced facilitator.
The 6 Step Sales Engagement & Rejuvenation Process is as follows:

1.) Identify Problems and Opportunities from
   - Your numbers.
   - Your customers.
   - Your market-place.

2.) 4 key questions
   - These answers can make or break your business!

3.) Measure your Business Sales Culture
   - 6 Measurement Outcomes.

4.) Ability to Acquire, Retain and Grow Customers
   - Evaluation, Rejuvenation and implementation of Customer Acquisition Strategies.

5.) Evaluate and detail changes that need to be implemented
   - Start “moving more money from customers’ wallets to yours”.

6.) Take action using internal resources and required external expertise
   - Internal capabilities and resources available
   - Services from external suppliers required

The 6 Step Process is a powerful business tool, in that, in Step 1 - the sales problems and opportunities are identified as per the initial views of the delegates.

Those initial views (of the delegates) are then robustly tested, debated and refined in a thorough process from step 2 through to Step 5.

This results in actions and decisions being taken (Step 6) to address the sales problems and opportunities.

In terms of program framework please see the included diagram that provides a full overview of the process. The actual content is available as part of the pre-workshop material for delegate preparation.
6 Step Process

Step 1
Facilitation and discussion on perceived problems and opportunities

Step 2
4 Questions: These answers can make or break your business.

Step 3
Measurement of Business Sales Culture.

The six measurement outcomes are derived from a process within the international marketplace.

<table>
<thead>
<tr>
<th>Detail Outcome</th>
<th>Facilitation</th>
<th>Rating</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 6</td>
<td>Where Business is</td>
<td>1 - 10</td>
<td>?</td>
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</tbody>
</table>
Step 4

Acquisition, Retention and Growth Strategies

**Acquisition** (Each “Block has content that needs attention)

1a

1b

1c. Branding

2a

2b

2c

3a.

3b

3c. Manage

**Retention** (Each block has “content” that needs attention)

4a

4b

4c

5a

5b Loyalty

5c

6a Differentiation

6b

6c

**Growth** (Each block has content that needs attention)

P

W

H

B
Step 5
Evaluate and Detail changes that need to be implemented using our action plan framework

Step 6
Take Action

Business References
Please feel free to enquire about contact details of satisfied customers if needed. Written and/or telephonic references are available.

Please feel free to contact me for further information.

Yours Faithfully

Ted Hampson.

Sales Rejuvenator, Trainer and Speaker