

CREATING COMPETITIVE EDGE

Workshops for Business Owners

Achieving Competitive Edge in today's market goes far beyond products & Services

ROAD MAPS FOR *SUCCESS*

- BUSINESS PLAN CHECK-LIST
- EVALUATING YOUR POTENTIAL - SWOT
- THE ART OF GOAL SETTING, PLANNING & STRATEGY IMPLEMENTATION
- WRITING PROPOSALS & RFP'S
- TRACKING THE COMPETITION
- TRANSITION MANAGEMENT PRINCIPALS
- MERGER DUE-DILIGENCE

WIN MORE *MARKETSHARE*

- UNDERSTANDING YOUR MOST PROFITABLE MARKETS
- CREATING A COMPELLING MARKET MESSAGE
- STAY AHEAD OF THE PACK - DEADLY SINS & BEST RULES OF MARKETING
- CONDUCTING TEST MARKETING
- PUBLIC RELATIONS CAMPAIGNS

MAXIMIZE *CUSTOMER PERFORMANCE*

- CUSTOMER RELATIONSHIP MGMT.
- TURNING CUSTOMER EXPERIENCE INTO COMPETITIVE EDGE
- CUSTOMER LOYALTY PROGRAMS
- PROSPECTING & SELLING TO TODAY' NEW BREED OF CUSTOMERS

MAXIMIZE *MARGIN PERFORMANCE*

- EFFECTIVE INVENTORY MANAGEMENT
- PROFITABLE PRICING STRATEGIES
- NEGOTIATING A SUPPLY CONTRACT
- EXPANDING BUSINESS CHANNELS
- IMPACT OF PARTNER RELATIONSHIPS

MOBILIZE YOUR *WORKFORCE*

- TRANSITION FROM BOSS TO STRATEGIC LEADER
- HR PLANNING & TALENT MANAGEMENT TIPS FOR BUSINESS OWNERS
- PERFORMANCE EQUATION (SKILL + ENGAGEMENT) = COMPETITIVE POWER
- HIRING THE BEST TALENT FOR YOUR BUSINESS- RECRUITMENT MANAGEMENT
- WHY EMPLOYEES QUIT- WHAT MAKES THEM WANT TO STAY (RETENTION)
- WHAT EMPLOYEES WANT & NEED IN AN EFFECTIVE MANAGER (MGMT SKILLS)
- NAVIGATING WORKPLACE DIVERSITY AND CONFLICT