

Business Planning

This 1-day course is designed for participants of all skill levels. Participants will learn the different aspects of a working Business Plan and begin the active planning process for their own goals and success.

Course Objectives

By the end of the course, participants will be able to:

- Have clearly defined financial goals and develop economic models to support those goals
- Identify Customer Personas and develop profiles needed for consultative selling
- Derive a Lead Generation plan complete with budgets
- Identify and Develop the Needed Systems for success

Learning Topics

- Economic Modeling
- Database Development and Customer Personas
- Lead Generation Planning for each Customer Persona
- Additional System Development
- Coaching, Accountability and Mentorship

Timing & Delivery

The total instructional time needed to complete the program is 8 hours. This is most typically delivered in a 1-day classroom format with a suggested timeframe of 9:00 am to 5:30 pm to accommodate for lunch and breaks.

Contact Anne-Marie Hayward at amhayward@coachedbydesign for pricing & details.