

Building Business for Bottom Line Results

RESULTS
DRIVEN
SEMINAR

Raising the Bar on Business Excellence

PRACTICAL SKILLS YOU CAN USE IMMEDIATELY

"Business is a game, the greatest game in the world, if you know how to play it"...
Thomas Watson, CEO, IBM.

Dedicated to Growth

Successful businesses everywhere are dedicated to growth.

This means enhancing all areas of the business to maximise sales income and return on investment and being positively special and different in the mind of the customer.

Competitive Challenges

In a dynamic marketplace business is often confronted with increased costs on one hand and shrinking margins on the other. The key to success is how much more effective you can become and how much extra value can you deliver over the competition.

Changing Customer Values

Value in the mind of the customer is not just about the cheapest price. The reasons why people support one company over another are more complex. It's more about how the product or service you deliver meets their emotional needs and their evaluation of the whole experience in doing business with you.

Cut through the Clutter

The market today is discerning, fickle, demanding and often cynical.

In a confused and crowded marketplace you need to cut through the clutter with a clear positioning message to promote your brand as special and different.

The Marketing Imperative

Because the purpose of the business is to find and retain customers, every decision made in the company is a marketing decision. Marketing today, is about structuring all areas of the business to profitably meet the needs of the customer or potential customer.

Leading & Building the Team

In times of an acute skills shortage, a highly motivated work team is an enormous asset. Learn the principles of leadership and motivation to keep on track and achieve high performance from others.

Be Entertained, Motivated and Stimulated to Build Business.

- A highly effective, results driven seminar with creative, practical ideas for the realities of business today.
- Delivered in an interactive format to maximise participation and stimulate learning.
- Supported with a practical workbook to reinforce the concepts.

PROGRAM OPTIONS

- Workshop – supported by workbook/manual.
- Tailored Seminar/Conference Presentations also available.

BUILDING BUSINESS FOR BOTTOM LINE RESULTS PROGRAM PROFILE

The New Customer...

Capturing the Future Trends

- The business paradigms of the past have gone for ever. New consumer motivations, attitudes and values influence every area of business activity. Learn how to integrate the changing social and generation trends to position the business for growth.

Building & Nurturing the Brand

- Every business has a brand, either by design, or by default. It's not what the business believes; it's what the marketplace perceives. Learn how to positively influence perceptions by assessing all levels of marketing communications.

Managing the Service Strategy

- Marketing today is to structure all areas of the business to profitably meet the needs of the customer. The session develops a set of management keys to checklist against the business.

Managing the Key Result Areas

- Every business has key result areas that need detailed attention. Yet business management often becomes unbalanced because of the focus on a few areas rather than the big picture. Learn key business principles to maintain focus on high pay-off activities.

Motivating & Retaining Staff

- Business growth and development is directly related to the leadership, motivation, morale and attitudes people hold. Learn what switches teams and individuals on with practical and proven ideas to develop a positive and supportive work group culture.

Working on Rather than in the Business

- It's easy to get so caught up in the drama of the day and not get around to planning where you want the business to be in the future. Luck is where planning meets opportunity. The session develops a set of important questions to take away and apply to the issue of working on rather than in the business.

Success through Positive Motivation

- Practical concepts on how to keep on track and motivated even in the most difficult business situations and when managing aggressive and unreasonable customer behaviour.



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Presented by Brian Greedy

Brian is one of Australia's leading professional speakers in business development.

Each year he delivers over 150 speeches, seminars and workshops for clients in all states, NZ and the UK.

He draws from over 20 years grassroots business experience in management, marketing and sales, including the development of highly successful food distribution business from start up to a multi-million dollar turnover.

An engaging and inspiring presenter with a pragmatic "how to" approach in communicating his knowledge makes him one of Australia's most sought after conference and seminar speakers.

Read what others have said about Brian Greedy's programs

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