

Instilling a PRIDE Culture

The modern way to grow your business

A thoroughly comprehensive 5-day sales acquisition programme designed to extend your sales reach, broaden your customer base, and embrace a range of modern marketing techniques.

Building a successful business inevitably means acquiring customers. The act of client acquisition used to fall into two distinct camps – ‘Sales’ and ‘Marketing’.

‘Sales’ used to be all about groups of dedicated sales reps stalking the country with a range of persuasive techniques supposedly guaranteed to ensure that they ‘closed deals’ with hapless prospects.

‘Marketing’ was preserved for whizzy, creative marketeers happy to brief agencies, bring brand values to life and ensure communications were ‘on message’ – often with a large price tag attached.

But things have moved on. Online media has blown the customer sales interface wide open, in many cases revealing the candid truth behind how companies often try to foist inappropriate products on an increasingly resistant public. The veil has now been lifted, and customers won’t fall for it any more.

As a result, the most successful companies are recognizing the ambassadorial potential of their entire workforce and of their customers, and are looking at appropriate ways to harness this sales potential.

Because this requires a truly collaborative approach, it requires a cultural shift on behalf of companies who wish to promote their products and acquire new customers in a more consistent and thoughtful way.

The PRIDE system captures all the subtleties of this phenomenon in a thoroughly contemporary way that will ensure your staff on every level are interacting with customers appropriately and creating the right service environment for effective and non-pressurised sales and customer endorsements. Done right, customers will come to your products and not the other way round.

PRIDE (Oxford English Dictionary)

Noun 1: a feeling of deep pleasure or satisfaction derived from achievements, qualities, or possessions. 2: a cause or source of such a feeling. 3: consciousness of one’s own dignity. 4: the quality of having an excessively high opinion of oneself.



PROGRAMME OUTLINE

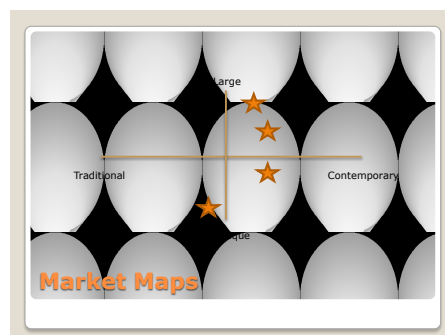
Day One: Perfect your product

No one enjoys trying to sell sub-standard or inappropriate products – and with the prolific rise in online shopping sites, price comparison/aggregator sites, and customer critiquing sites, companies can no longer get away with this (however big their advertising budget). The emergence of the ‘Long Tail’ in many businesses has also revealed that paying extra attention to the individuality of lower volume niche customers can often be more profitable than the higher volume (but low margin) core businesses.

This session includes a series of exercises to help understand and refine your product offering to start the ambassadorial ball rolling and educate staff as to the true value of every potential customer interaction.

Day One Outline

- 10.00am: Introduction/Session objectives review
- 10.30am: EXERCISE 1 - Product Review – What’s Your Product?
- 11.15am: Review & discussion
- 11.30am: EXERCISE 2 - Competitor Review/Market Mapping – Where Do You Sit In The Market Place?
- 12.15am: Review & discussion
- 12.30pm: Lunch break
- 1.30pm: EXERCISE 3 - Customer Profiling (Buyer Personas) – Who Are Your Customers/Potential Customers?
- 2.15pm: Review & discussion
- 2.30pm: EXERCISE 4 – Pitch Perfect – How To Get Your Message Out To The Right People In The Right Way
- 3.15pm: Review & discussion
- 3.30pm: Wrap up / Homework



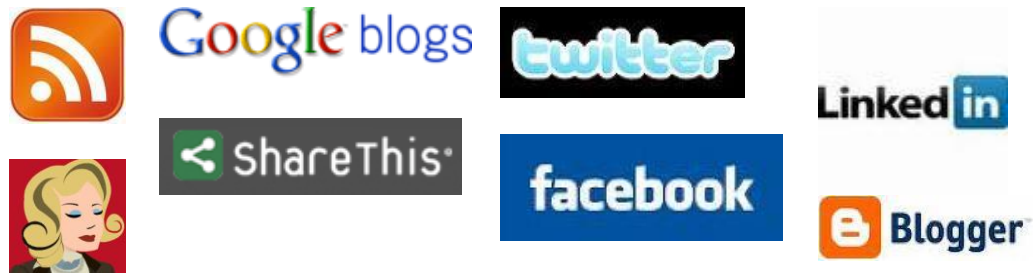
Day Two: **R**espect your staff and customers

This session focuses on the prolific effect Social Media has had on companies and the importance of adopting a new 'open' approach. This means treating everyone well and with complete transparency and allowing them the respect and freedom to work it out for themselves. It's the modern way to encourage loyalty and positive endorsements from customers, and commitment and allegiance from staff.

Day Two Outline

10.00am: Introduction/Session objectives review

10.30am: MORNING WORKSHOP – Demystifying The World Of Social Media – Your gateway to effectively engaging with potential new customers



11.15am: Review & discussion

11.30am: EXERCISE 2 – Inspiring Customer Loyalty and Referrals (On and Offline)

12.15am: Review & discussion

12.30pm: Lunch break

1.30pm: EXERCISE 3 – How To Influence The Influencers – Online Blogger Outreach

2.15pm: Review & discussion

2.30pm: EXERCISE 4 – How Social Media Can Help You Attract and Retain Good Staff

3.15pm: Review & discussion

3.30pm: Wrap up / Homework

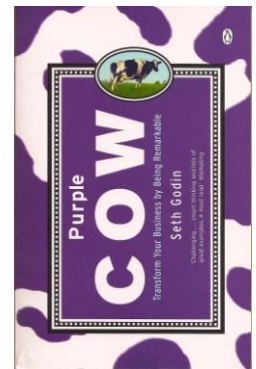
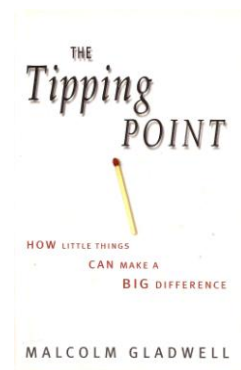
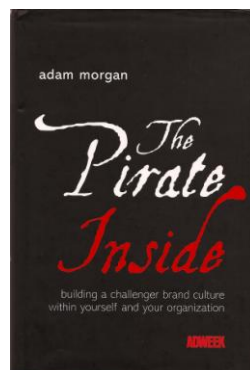
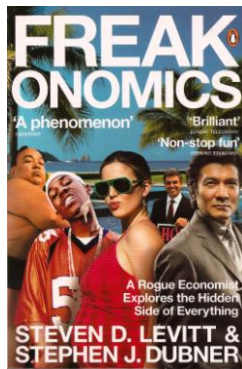


Day Three: Inspire your market place

The modern approach demands that you think harder than the rest, come up with clever ideas, and be generous enough to share them. You need to drop the old control freak mentality and get comfortable with your expertise and opinions – both of which matter to your potential new customers (and staff).

Day Three Outline

- 10.00am: Introduction/Session objectives review
- 10.30am: MORNING WORKSHOP – Marketing and Business Greatest Hits – A review of the best business books & thinking



- 12.30pm: Lunch break
- 1.30pm: EXERCISE 1 – Thought Leadership – What Is It and How Can It Help?
- 2.15pm: Review & discussion
- 2.30pm: EXERCISE 2 – Websites, Blogs, Microblogs – Expressing Your Expertise Online
- 3.15pm: Review & discussion
- 3.30pm: Wrap up / Homework



Day Four: Dare to fail

If you had an infinite budget, how many promotional avenues and messages would you try? Learn how to try multiple approaches, particularly online, and learn from them without inducing paralysis by analysis.

Day Four Outline

10.00am: Introduction/Session objectives review

10.30am: MORNING WORKSHOP – Better Brainstorming , Stimulating Brighter Ideas - learning from the world’s most creative minds (see attached sample)



12.30pm: Lunch break

1.30pm: EXERCISE 1 – What’s My Style?

2.15pm: Review & discussion

2.30pm: EXERCISE 2 – Return On Investment?

3.15pm: Review & discussion

3.30pm: Wrap up / Homework



Day Five: Effuse about the whole thing

Make everything you do infectious. Everybody wants to be involved in interesting things, and, if you get it right, that includes your staff and customers. Then everyone is more likely to become an ambassador and increased sales will follow naturally.

Day Five Outline

- 10.00m: Introduction/Session objectives review
- 10.30am: EXERCISE 1 – Creating a Cultural Shift
- 11.15am: Review & discussion
- 11.30am: EXERCISE 2 – Allocating Resources
- 12.15am: Review & discussion
- 12.30pm: Lunch break
- 1.30pm: ACTION PLANNING – Who, What, When and How?
- 3.30pm: Finish – ‘We Pledge...’
We write a collective manifesto to increase sales and grow the business



PROGRAMME DETAILS

How does it work?

This is designed as a 5-day programme – with approximately 4 hours of workshop sessions per day (deliberately leaving time for attendees to attend to other working issues). Ideally it is run over a 5 to 10 day period, but can be spread over 5 weeks if UK based.

Who should attend?

All of your most INFLUENTIAL staff, regardless of status. This course is effectively status – and discipline – neutral. Anyone who could influence a potential sale should attend.

- Your management team
- Anyone who is currently in a ‘sales’ or ‘marketing’ function
- Staff members with heavy customer interfacing roles
- HR

What does it cost?

The full programme costs from £3,000 plus expenses

ABOUT SLEEPING LION



Behind Sleeping Lion is Sarah Taylor. She launched the company in 2005 allowing her the flexibility to work with a variety of organisations helping them with **marketing, business development, social media and training.**

Her specialist areas are Hospitality, Spa and Membership Marketing, underpinned by a strong Sales background.

She spent a number of years working in Asia, including Vietnam, Singapore and Indonesia, and has extensive experience in motivating international teams.

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