

**BizThrive 365**



## **BizThrive365 - Biz THRIVE Training (BTT)**

*If customers are not buying, you're not thriving*



### **Biz THRIVE Training (BTT)**

*Throughout my business journey, I've experienced a "Business Constant".*

*Successful Businesses (and Successful Sales Professionals) continually build and refine powerful Business THRIVE Capabilities to engage with their Market and Customers.*

*Biz THRIVE Training focuses on improving profitability through focused Business Engagement, teaching powerful selling, marketing, presentation and service techniques.*

We assist clients to improve profitability by generating quality enquiries, closing more sales, and serving customers better:

- **Sales: Training – Learn (& improve) selling skills - Including Presentation Skills**
- **Customer Service: Training – Learn (& improve) customer experience, service & engagement skills.**
- **Marketing: Training – Learn (& improve) Marketing & Branding Skills**
- **35+ core training modules have been developed over time based on client & market needs, covering most client requirements. Programs are adjusted to meet individual client requirements**
- **Additional modules can be developed if required by clients.**

BTT is delivered & presented through the following programs:

- **BTT Intense Program:** 2.5-hour short, sharp, focused (Cost POA per session)
- **BTT Half Day Program:** half day program (cost per half day POA)
- **BTT Full Day Program:** one day program (cost per day POA)
- **All programs:** *are structured to meet clients' unique requirements*
- *Programs can also be delivered over a customized series – e.g. once a week for a specified number of weeks*



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### **Program Delivery**

- **Delivery: Onsite (at your office) or Off-site (Venue chosen by client)**
- ***We prefer "face to face" physical interaction and in person training as this delivers increased value***


### **Customization, approach & Action**

**Setting up & confirming your BTT program is easy, follow our 7 simple steps:**

**Step 1) Identify and select (below),** the goals you wish to achieve /the problems you wish to solve/the skills you want your staff to learn. *(If your need is not on our comprehensive selection below, let us know and we will develop the module for you.)*

 **Selling:** Learn (and improve) selling Skills (See codes below S01-S39)

- |   |   |                                    |
|---|---|------------------------------------|
| <b>S01</b> - Target market identification | <b>S14</b> - Lead Generation              | <b>S27</b> - Building rapport      |
| <b>S02</b> - Cold calling                 | <b>S15</b> - Up selling                   | <b>S28</b> - Getting referrals     |
| <b>S03</b> - Handling Objections          | <b>S16</b> - Effective prospecting        | <b>S29</b> - Effective Networking  |
| <b>S04</b> - Closing techniques           | <b>S17</b> - Telephone techniques         | <b>S30</b> - Price Negotiation     |
| <b>S05</b> - Door to door selling         | <b>S18</b> - Structure a daily sales plan | <b>S31</b> - Personal Branding     |
| <b>S06</b> - Handling rejection           | <b>S19</b> - Pipeline & funnel success    | <b>S32</b> - Coping with adversity |
| <b>S07</b> - Understanding Sales Ratios   | <b>S20</b> - Presenting effectively       | <b>S33</b> - Proper needs analysis |
| <b>S08</b> - Handling Gatekeepers         | <b>S21</b> - Questioning techniques       | <b>S34</b> - General negotiation   |
| <b>S09</b> - Effective Sales Interviews   | <b>S22</b> - Improving communication      | <b>S35</b> - Lead Management       |
| <b>S10</b> - Saving deals                 | <b>S23</b> - Conversational Skills        | <b>S36</b> - Product Knowledge     |
| <b>S11</b> - Building Sales Confidence    | <b>S24</b> - Cross Selling                | <b>S37</b> - Effective emailing    |
| <b>S12</b> - Company Sales Process        | <b>S25</b> - Delivery/Back-office systems | <b>S38</b> - Positioning           |
| <b>S13</b> - Exclusivity negotiations     | <b>S26</b> - Think like a client          | <b>S39</b> - Using social media    |

 **Marketing:** Learn (and Improve) Branding and Marketing skills (See codes below M01-M18)

- |   |  |                                    |
|---|--|------------------------------------|
| <b>M01</b> - Target Market Identification | <b>M07</b> - Product Positioning       | <b>M13</b> - Marketing Plans       |
| <b>M02</b> - Marketing Strategy/ies       | <b>M08</b> - Marketing Mix             | <b>M14</b> - Traditional Marketing |
| <b>M03</b> - Social Media Marketing       | <b>M09</b> - Simple Marketing Research | <b>M15</b> - Marketing Goals       |
| <b>M04</b> - Communication Strategy       | <b>M10</b> - Marketing Coordination    | <b>M16</b> - Email Marketing       |
| <b>M05</b> - Marketing Purpose            | <b>M11</b> - Brand Audits              | <b>M17</b> - Implementation        |
| <b>M06</b> - Branding Basics              | <b>M12</b> - Being Unique              | <b>M18</b> - Standing out          |



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**⚡ Customer Service:** Learn (and improve) Customer Experience, Service & Engagement Skills

(See codes below CS01-CS12)

**CS01** - Communication methods

**CS02** - Service Touch Points

**CS03** - Follow up strategies

**CS04** - Business Service Structure

**CS05** - Selling from Service

**CS06** - Excellence in Service

**CS07** - Customer Service Needs

**CS08** - Rewarding Customers

**CS09** - Telephone Skills

**CS10** - Getting Referrals

**CS11** - Experience Impact

**CS12** - Customer Emotions

**Step 2) Decide** which staff you would like to train.

- Small Group: 5 -10 people
- Value Group: 11 -20 people

**Step 3) Choose** the format (choice of program) you wish to take.

- **BTT Intense:** for small & value groups (2.5-hour short, sharp, focused)
- **BTT Half Day Program:** for small & value groups
- **BTT Full Day Program:** for small & value groups

**Step 4) Decide** where would you like to conduct your program (venue)?

- Your Premises/ Internal Venue
- Outside Venue – carries an additional venue cost for the client.

A travel cost will be added for training further than 50 km from Risidale, Randburg.

The travel (petrol cost) will apply to the difference between 50km and the applicable venue.

Tea, coffee, lunches, venue hire, air travel, car hire, accommodation etc. are for the client's account.



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**Step 5) Tell us** (via preferably via email):

- The skills you want your staff to learn (as already identified in step 1)
- The staff you want to train (step 2)
- your choice of program (step 3)
- and venue (step 4).

Training material (if applicable) will be emailed to the client for printing, and manual collation, which reduces the cost of printed material.

Should we be required to print the training manuals, the cost is R10.00 per page.

**Step 6) We will then contact you**, to discuss your prospective program, and send you a quotation.

**Step 7) Accept** our quotation, make your payment to confirm, and select your date and time.

### **Example**

**Customize your own program, through combining selected "BTT" modules to build your program around your needs, sourced from our 35+ researched, designed, and topical core modules.**

**Example Modules of a Customized Sales Program:**

- *Product and company Knowledge*
- *Correct target market identification*
- *Everyday Sales Plan*
- *Canvassing Techniques & Daily Canvassing - where and how and for what purpose*
- *Pipeline Management*
- *Closing Techniques*

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Different Modules can be delivered as stand-alone **BTT Intense (short 2.5 hours)** sessions based on the needs of your business, sales, marketing & service teams (at **POA** per Session)

Different Modules can be combined to structure your teams **BTT half or full day program**, based on your company's requirements. (at **POA** per half Day or Full Day)

Each module is designed for effective learning, and set up in the following structured format:

**Module Number:**      **Title:**      **Discipline:**      **Objectives:**

### **Example: Module CS01**

**Title:** Communication Methods

**Discipline:** Sales, Marketing & Customer Engagement

### **Objectives**

**After completion of this section participants will be able to.**

- List the eight elements of communication.
- Identify the factors that lead to successful communication and/or presentation.

**All modules are outcomes based.**