

Business Planning Program is a highly interactive one or two day planning session that enables a company or division within a company to build their Business Plan. A critical component of running an organisation today is to have a Business Plan that documents how you will grow your business and what resources are required to achieve that growth.

This program enables the participants to develop key offerings to take to market, then size and segment their target markets to understand the revenue potential for both product sales and services, and then be able to determine where to focus their time and resources to achieve their desired growth. The plan is then documented into a business planning framework with clear 30, 60, 90 day actions to implement the plan.

BPP will provide input into the subsequent territory and account plans that should take place as part of the implementation of the Business Plan.

Who should attend?

This program is for anyone involved in the Business Planning process, namely Senior Managers, Executives, Sales Managers, Marketing Managers, Professional Services Managers and Senior Sales and Delivery Professionals.

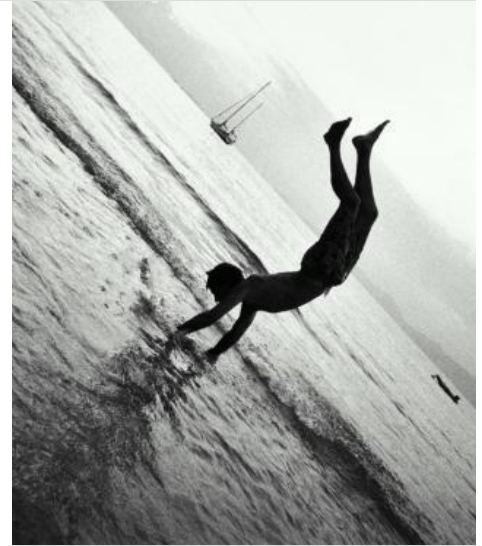
Program Outline

- Market segmentation
- Key Offerings
- Growth strategy
- Market sizing assessment
- Develop the business framework
- Resourcing the plan
- Executing the plan (next 30, 60, 90 days)

How will participants benefit?

The business benefits of the *Business Planning Program* are to:

- Quickly and effectively identify which market segments your company or division should focus on to maximize the return from the resources allocated
- Rigorously assess the potential of each market taking into account the characteristics of that market, the competitive landscape and the capabilities required to achieve the growth
- Clearly identify the resources required to grow the business
- Provide greater leadership and direction to the sales force
- Increase the probability of achieving your revenue targets
- Have a clear plan in place to ensure focus and execution
- Improve communication between the Business and Service Units within an organisation



A fresh
perspective
on your
performance