

Business Planning Program (BPP) is a highly interactive one or two day planning session to develop and execute your Business Plan for your organisation or division. The Business Plan documents what products and services you will take to market; where growth will come from, and what resources will be 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 Plan-on-a-Page for clarity and ease of execution.

Who should attend?

BPP 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
- Capabilities Assessment
- Developing your Growth Strategy
- Market Sizing Assessment
- Develop the Business Plan Framework
- Current Issues to Address
- Goals and Objectives to Execute the Plan
- Resourcing the Plan
- Executing the Plan (next 30, 60, 90 days)

Business Benefits

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 and profit targets.
- Have a clear plan in place to ensure focus and execution.
- Improve communication between the Business and Service Units within your organisation.



A fresh
perspective
on your
performance