

## Welcome to The Growth Academy

### Master 'The Growth Framework' and boost your sales success.

The Growth Framework is a unique and proven methodology that builds powerful sales operations that generate serious growth.

The Growth Framework was written by Karen Dunne-Squire to provide a clear blueprint for growth for businesses who take hitting their sales targets seriously.

This is the first opportunity for individual business people to learn how to master this technique directly from our team of Elators in a mixed media learning environment, rather than on a 1-2-1 consultancy basis.

Set to become recognised as the best sales development programme in the UK The Growth Framework **will** create exceptional sales professionals who have the tools to assess, manage and drive the most robust sales operations.

The course will be focused on three key modules that will allow delegates to master each of the pillars in turn.

## The Growth Academy Programme Outline

### Instructor information:

Karen Dunne-Squire, Creator of The Growth Framework Methodology  
[Karen@elation-experts.co.uk](mailto:Karen@elation-experts.co.uk)

### Course information:

The course will be delivered through a number of different channels, will be 12 weeks in duration and, will require a commitment to distance learning.

### Course learning outcomes:

- You will fully understand The Growth Framework methodology and how to use the system to assess your own business/department performance
- You will also be able to apply the principals of The Growth Framework to identify and prioritise areas for development within your business/department to maximise ROI
- You will have a blueprint for creating strength in each of the Three Pillars to future proof your business and facilitate continued growth

### You will meet the learning outcomes by:

- Attending all of the F2F sessions during the 12-week period (3 in total; in one of 2 locations)
- Watching/reading all the supporting materials that will be provided to you between F2F sessions
- Complete any task-based work as set by the course leader
- Engaging with other members of your group in the forum
- Committing to and contributing fully to the progress of the group
- At the end of the course, you will be assessed based on your submissions, participation and understanding and will be accredited as a Growth Academy graduate.

## Module One (month one) Topic:

**Sales Process** – the steps by which your customer moves through your business are key to how effectively you are able to drive sales. Understanding the customer experience and how to influence it is essential to ensuring that you are able to control the flow of customers into your business.

Sales process focuses on two areas:

1. **Sales Process Methodology** – which considers the plans you have in place to drive the customer journey, and the structure and practice that ensures that it is delivered in the optimum way.
2. **Sales Process Technology** – which considers the software and systems that the business uses to track and manage the journey.

In this unit, you will cover:

- **Customer Journey Mapping** – understand how our customers move through our business and how effective your current process is.
- **Creating Robust Sales Process** – The Five Step Process that ensures your business has a clearly structured customer journey. Including:
  - What marketing materials are needed to manage the process?
  - Who will implement the process? Considering resource mapping to build powerful teams.
  - What data management requirements will you have to measure and report on the process?
  - What sales materials and training will be needed to enable the team to deliver this to a high quality?
  - What are the performance metrics which drive the process?
- **Implementing the Process** - working with business and systems to make sure that the sales process is fully embedded, including the challenges of managing change
- **Strategic sales planning** – develop the skills to create clear 90 day sales plans that are tied into business goals and have implementation plans attached to them.

### Optional content:

- Creating a detailed brief for CRM companies.
- Creating a collateral brief for your marketing team.

**Guest presentation:** CRM expert

### Assessment:

- Delivery of this content will be F2F, online, video and in written assignments.
- Assessment will be based upon demonstration of understanding the materials, evidenced through engagement with the content and written submissions/assignments.

## Module Two

**Sales Activities** – the individual communications that your customers receive when working with you define their opinion of you. Understanding whether you are communicating with your clients in the right way at every touch point is key to controlling their decision to buy.

When considering the impact of your sales activities the Three Pillars considers whether your communications are strong in the following areas:

- Structure
- Diversity
- Content
- Volume

In this unit, you will cover:

- **Auditing Communications:** reviewing the content that your clients see using the Activity Scoring Matrix to identify areas for improvement.
- **Using the Communications Matrix** to create an effective communications strategy.
- **Understanding the content** of your sales activities:
  - Crafting a Powerful Client Investigation. What do you need to understand about our clients in order to work with them?
  - Presenting Your Business with Impact. What do your customers need to hear to buy into you?
- **The rules of structure** – what do good quality sales communications look like?
  - Face to Face
  - Telephone
  - Email

### Optional content:

- Creating a networking strategy
- Crafting Powerful Sales Emails

**Guest presentation:** Social Media Expert

### Assessment:

- Delivery of this content will be F2F, online, video and in written assignments.
- Assessment will be based upon demonstration of understanding the materials, evidenced through engagement with the content and written submissions/assignments.

## Module Three

**Sales Management** – is the pillar in which we consider the practices in a business that drive the sales performance. This is not just about the way sales management is delivered to the business but also the way the team are measured and tracked in performance. It considers the following key areas:

- **Communications** – meetings, 1-2-1s and internal communications within sales.
- **Performance** - driving high performance in a team.
- **Training** – how the sales practice within the business is delivered across the team.
- **Team Structure** and resource planning.

In this unit, you will cover:

- **Influencing Behaviours** our three-step process to enhance your management ability, ensuring that your team are delivering their best for you always.
- **Creating an effective set of Management Communications**, a detailed look at the ways that your business communicates with the team to ensure that sales meetings, 1-2-1s and all internal communications deliver productive outcomes.
- **Develop Performance** – understanding the 4-step learning process that drives real performance and how this can be used to create high performing culture.
- **Managing numbers** – setting and using KPIs to measure performance and keep your business on track.

### Optional content:

- Building a recruitment programme.
- Planning Sales Meeting Agendas.

**Guest presentation:** HR professional on leading 1-2-1s and appraisals.

### Assessment:

- Delivery of this content will be F2F, online, video and in written assignments.
- Assessment will be based upon demonstration of understanding the materials, evidenced through engagement with the content and written submissions/assignments .

