



The Winning Business Academy™

The Accelerator Programme

Winning Pitch and The University of Manchester Incubation Company (UMIC) have joined forces to create the Winning Business Academy™ - a resource dedicated to helping companies implement high impact sales and marketing strategies that produce profitable increases in revenue.

The sales and marketing accelerator programme will communicate to participants the *Winning Sales Approach™*, a methodology for customer development that is proven to deliver increases in sales.

The Winning Sales Approach™ provides companies and individuals with a road map to achieving profitable breakthrough in sales performance. The Approach is based on the best selling book *"Pitch Perfect – Feel The Impact of a Winning Sales Approach"* (written by John Leach and published by John Wiley and Sons, April 2004).

For over 6 years the Winning Pitch team has conducted in depth research to understand the skills, behaviours and tactics of the worlds fastest growing companies. Resulting from this work is an integrated programme of support that assists in the strategic and tactical implementation of sales methodologies that when embraced have an immediate impact on:

- ✓ Building a clear strategy and direction
- ✓ The ability to innovate and differentiate
- ✓ Sales process effectiveness - finding, winning and keeping customers
- ✓ Increased revenue from existing customers
- ✓ New product and service development
- ✓ Personal performance and team working
- ✓ Organisational motivation

The programme is delivered through a series of masterclasses, one-to-one coaching and on line learning resources accessed through the Winning Pitch website. This blended approach allows companies to embrace an entrepreneurial sales culture that is disciplined well structured and supported by a clear sense of direction.

This unique philosophy provides companies with the ability to translate their strategy into tactics and deliver optimum sales efficiency.

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The **masterclasses** will share with participants the *Winning Sales Approach™* methodology and the practical tools and approaches that leading edge entrepreneurial businesses implement to secure and retain customers.

WORKSHOP ONE - The Foundations of Success

- Innovation & Differentiation - Staying One Step Ahead
- Vision, Strategy & Planning

WORKSHOP TWO - Sales Supremacy

- A Formula For Achieving Sales Supremacy
- Value Proposition

WORKSHOP THREE - Finding, Winning & Keeping Customers

- Finding and reaching customers
- Customer life - time value
- Winning customers - selling v negotiation
- Keeping Going & Keeping Growing

The **one to one coaching** will involve the application and implementation of these systems and practices in participant organisations; this will drive improved strategic and tactical sales performance.

The **on line learning resources** will allow participants and their teams to access research, additional tools and self help material that will add value to the core elements of the programme New media routes e.g. Podcasts and video streams will also be used.