



Winning Business Academy™

The Winning Business Academy™

The Winning Business Academy™ is the first sales academy dedicated to helping the rising stars of Greater Manchester business to realise their potential. The Academy is positioned, as a pivotal business support service that will assist SMEs to grow by adopting strategic sales approaches, this will produce high performing sales organisations that will become the beacons of the region.

What does the Academy™ offer?

A blended suite of services are delivered through the Academy™.

- The core service is the **Winning Sales Approach™ programme**, this is based on the best selling book written by John Leach, *Pitch Perfect - Feel The Impact of A Winning Sales Approach (John Wiley and Sons Ltd)*. A mixture of masterclass and coaching support is proven to deliver increased sales when embraced. Over 3,000 SMEs have been exposed to this methodology.
- **Learning and development resources** designed to assist entrepreneurs improve personal and organisational business development performance. This includes the Pathfinder Guide to Building a High Growth Business.
- Practical **open learning events** inspire and motivate entrepreneurs to build bigger and better futures. They will cover sales, marketing and business development topics and will be led and delivered by experts that have been there and done it!
- **Consultancy, training, coaching and implementation support** on sales and business development issues, these will address specific needs of businesses.

Who are the supporters of the Winning Business Academy™?

The initiative is a joint venture between the University of Manchester Incubator Company (UMIC™) and Winning Pitch Ltd. It is supported by Anglo Irish Bank, Baker Tilly, MIDAS and The Royal Bank of Scotland.

Who is the Winning Business Academy™ for?

The services of the Winning Business Academy™ are targeted at three distinct groups of businesses and entrepreneurs:

- Those that have been trading for over 18 months, have a growth wish and desire for high growth.
- Well-established businesses that have a proven track record but need revitalising. Entrepreneurs must be determined to build a more prosperous and dynamic future
- High performing business that are committed to continuous improvement, growth and innovation.



The Winning Business Academy™ is also delighted to offer you the opportunity to purchase **The Pathfinder Guide**. This guide is a summary of the Winning Business Academy™ philosophy. It highlights what we believe separates the really successful, growing company from those who never quite break out of the hand to mouth, knife edge, existence which characterises many small businesses.

Please contact Heather Lomas at Winning Pitch for further details. 0161 918 6785 or you can order a copy by email h.lomas@winning-pitch.co.uk

