



# TriPOINTE



JANUARY 2012

## SALES TRIAGE WORKSHOP:

*For those seeking to increase sales and accelerate growth!*

Thursdays, January 26th &  
February 2nd  
From 6:00 to 9:00 PM  
Two session format

### SESSION 1:

- Aligning your temperament with your customer's profile
- Understanding the ten commandments of customer partnering
- Assessing your customer's strategy circle

### SESSION 2:

- Evaluating growth opportunities & prioritizing customer goals
- Producing strategic value & monitoring performance
- Developing & presenting customer-partnered proposals

### TOOLBOX:

- Strategy Assessment
- Discovery Questions
- Proposal Formats

*Dear Bob,*

In today's economy, we are challenged by:

- increasingly **intense, global competition** that is **driving product commoditization**;
- **relentless, accelerating technological change** that **reduces product life cycles** and **demands faster ROIs**; and,
- **incessant noise in the marketplace** that makes it **difficult to capture the attention** of prospective customers.

These days, customers care only about the value we can produce for their business. After cutting costs for the past couple of years, and only marginally improving profitability, increasing sales is compulsory, time is precious, and businesses want to work with partners who can help them grow.

In our **Sales Triage Workshop**, we engage with experienced business owners and sales managers to evaluate proven processes that increase sales productivity, differentiate from competitors, and position us to contribute to our customers as trusted advisor-partners rather than as peddlers.

We become seen as being more interested in helping our customers make money rather than in taking their money, a perspective that cultivates durable relationships with our customers' senior decision makers.

If sales growth is mandatory in 2012, please join us for our next **Sales Triage Workshop** on January 26<sup>th</sup> and February 2<sup>nd</sup> from 6 to 9PM. See details at left and register now to reserve your space.

**Tuition: \$249 per person**  
Two session format  
**Includes** refreshments  
Seating is limited - sign up early!

**To Register Now Contact:**  
Call Bob Schultek at  
216-272-4449 or email  
rschultek@growthpointegrp.com  
See website for  
background/experience/bio:  
[www.growthpointegrp.com](http://www.growthpointegrp.com)

**Location:**  
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For directions, visit:  
[www.mydecisionpoint.com](http://www.mydecisionpoint.com)



Kind Regards,  
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**REFERRAL REMINDER** to our valued clients and alumni. We extend the courtesy of a free consult to:  
**BUSINESSES** struggling with internal drama, staff alignment, leadership development, succession planning, team building, business development or revenue growth needs;  
**INDIVIDUALS/COUPLES** facing major career issues (transition, advancement, starting a business, retirement).  
Please contact us at 440-356-2952 if we can be of assistance.

[www.mydecisionpoint.com](http://www.mydecisionpoint.com)  
[www.growthpointegrp.com](http://www.growthpointegrp.com)

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