

Coach & Grow Programme

Cradle Fund Sdn Bhd



proficeo™

About the Program

Let us take you through a very cutting-edge business training program that will equip you with the necessary knowledge, skills and experience to propel your business to greater heights and enable it to take the quantum leap in that particular industry!

This 12 month program is a hands-on, practical and tactical business training program with workshops, role play, case studies, plan and do items comprising 70% of the course content. Unique to this program is the mentoring you will receive from successful entrepreneurs with proven track record. This program also utilizes the proprietary and effective IFAP (Implementable Forward Action Plan), an action plan designed with action and activity in mind. Part of this plan includes group coaching, face-to-face coaching, online coaching and progress monitoring. You will also learn how to introduce soft innovation, customer acquisition strategies and a systematic performance driven 'plan-act-check' management practice as your business grows! You will also be able to improve and position your business for funding from early stage VCs or angels.

Sounds exciting? Here is more....

Purpose of the Program

This program is designed to help entrepreneurs who are in the early stage of market entry (anything between 6 months to 3 years) to increase their market share, sales and business growth.

WHO SHOULD ATTEND:

- Companies that have successfully marketed at least one of their products, services or solutions in the market. Typically companies in this stage of growth are called “Start Ups”.
- Companies that have acquired a base of initial customers or early adopters and are already revenue making. Companies should also have at least a full time sales and/or marketing staff on board or willing to dedicate internal resources or hire this expertise during the 12 month coaching Program.
- Companies that are looking to expand their market and drive business growth.

Duration and Time Commitments

The total duration of this Programme is 12 months, expected to commence late September 2011.

During the first 3 months, you will receive formal coaching. Details of the modules conducted each month are listed in the slides that follow. Two “C” level representatives will be required to attend all module training sessions. Total time commitments required for formal training is two (2) full working days a month for three (3) months.

Following Module training, two (2) Proficeo coaches will meet with you on a one-to-one basis each month, to help with translating strategy into actions plans. You will need to allocate a maximum of 2 hours for this one-to-one session a month, for 3 months.

After the formal coaching has been completed and a nine (9) month implementation plan has been designed, each month for the remaining nine (9) months, you will need to spend time to complete the tasks and to respond to queries from the coaches. You will also be required to complete and submit a progress report each month. Coaching will continue but in an informal manner online, via phone or if needed face to face meet ups.

Throughout the duration of the Program, you will have unlimited access to your Coaches online and each Company will have access to two (2) dedicated coaches. You can also tap into the expertise of all four (4) coaches we have recruited for this Programme.

Answers You Need

This program will help you answer the following questions:

“How do I acquire customers and retain them for the long term?”

The course content will help you understand, identify and acquire customers using the 80/20 rule. You will also be able to further narrow down your most valuable customers via the funnel methodology. To retain customers' for the long term, you will be guided by our coaches to develop your own Customer Acquisition Roadmap, Referral and Retention Cycle.

“How do I ‘compete’ with my competitors?” or “How do I stay ahead of the pack?”

Without differentiating your products from your competitors, you will not stay ahead. And even if you are or manage to get ahead, you won't be able to sustain this advantage without positioning your product correctly within your target market. The result - your business cannot scale or grow quickly. This exciting module will give you and understanding of cutting-edge competitive and positioning strategies for your business. In competitive strategy, you will be taught how to 'differentiate' your product from your competitors'. In positioning strategy, you will be taught how your product can be positioned correctly within the market so that your business can scale and grow .

Answers You Need

“How do I commercialize my business and what are the challenges involved?”

You will gain an understanding of different commercialization models such as licensing, IP acquisition and sale and various distribution models and most importantly, when to use which one. Not only that, you will also be given practical examples of the ‘do’s & don’ts’ of the deal structure during the execution stage and how to prepare ahead.

“What are the innovations that can be adopted for my product/services?”

Within this module you will be exposed to the difference between technology innovation and business innovation. You will also be learning about the different types of business innovation that have helped major companies create exceptional market value & how entrepreneurs can adopt similar innovations in their venture.

PROGRAM MODULES

PROGRAM MODULES



Customer Acquisition Strategies

Understanding, Identifying, Acquiring and Retaining Customers

The coaching aspect of this module will zoom in on identification of the most valuable target market based on the 80/20 rule, determining the best methods to acquire those customers and strategies to retain and up-sell to these customers for the long term.

In this module, the emphasis will be on planning, developing and implementing a roadmap focused on the elements of Offer Attention – Conversion – Customer Promotion.

This module will also cover price-offer packaging strategies and choosing the right ones to adopt.

Key Areas in the Module:

- Identification of the right target market based on the 80/20 rule.
- Identifying the most valuable customers based on the funnel methodology.
- Customer Acquisition Roadmap with specific focus on contact acquisition, up-selling and how to grow customer base.
- Developing and implementing a Customer Referral System.
- Developing and implementing a Customer Retention Cycle.

Competitive Strategies & Positioning

Strategic considerations are essential for any company that wants to grow its business. The two most important strategies are having a 'Differentiation' strategy and 'Strategic Positioning'. To have a differentiated strategy companies must firstly understand and evaluate the competition and their offerings, not just in terms of a feature by feature comparison but more importantly based on the product offering and competitive strategies.

Then companies must show how their offerings are 'differentiated' from the competition. This will enable them to create a Positioning Strategy vis-à-vis their competitors. If the company and product/service are not positioned correctly within the market and within the competitive space, a company cannot scale and grow quickly.

Key Areas in the Module:

- Understanding and Evaluating Competitors
- Identifying viable Differentiation factors for the formulation of a competitive strategy
- Using Differentiation to create a viable product/strategy mix
- Exploring the different 'Positioning' strategies, building Positioning maps and developing the most appropriate Positioning for the Company
- Embedding these strategies in the company and aligning with customer acquisition strategies.

IP Commercialisation Models

Incorporating Business Model Innovation to Business Growth

The coaching for this module will delve into selected commercialization models like licensing (both in-licensing and out-licensing), IP acquisition and sale for expansion and various distribution models.

Once the companies have identified the commercialization model(s) that best suit their strategic plans, this module will delve into the intricacies of the deal, the do's and don'ts and recognizing risks and how to overcome them. Case examples will be the basis of the module to illustrate challenges faced when implementing expansion plans.

This module will also touch on Business Model Innovations and look at innovative business models applied by companies to achieve growth.

Key Areas in the Module:

- Understanding commercialisation options available and finding the best fit
- Using different models *simultaneously* to create multiple revenue streams.
- Planning ahead for negotiation
- Exploring different business model innovations that are being used today to create growth and competitive advantages.
- Aligning these strategies with customer acquisition strategies.

IP Commercialisation Models

Key Areas in the Module:

- Understanding various options for commercialization
- Identification of the key aspects of the different models and selecting the right model for expansion and growth
- Understanding various aspects and risks associated with executing commercialization plans and examining ways to mitigate/overcome challenges including case examples to illustrate do's and don'ts of the deal structure during execution stage and preparing ahead.
- Understand that there is a difference between technology innovation and business innovation and learn about the different types of business model innovations that have helped major companies create exceptional market value & how the entrepreneurs can adopt similar innovations in their venture.

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Leaders in Entrepreneurship Training and Coaching.

Shaping your entrepreneurship journey with real life experiences of successes and failures.

Proficeo Consultants are in the business of helping entrepreneurs achieve more from their ventures. Our work is defined by the success of entrepreneurs we have coached and trained in our programmes. Proficeo's methodologies emphasize a hands-on approach that is developed from real world entrepreneurial experiences in business. Our coaches and associate coaches are people who have run businesses before. We have experienced both success and failures. Proficeo Coaches draw on a cumulative experience of more than 100 years when we coach you.

www.proficeo.com



Past Related Programme Testimonials Speak for Itself

Its really a good program, especially for those who are really passionate/serious in developing their own business.

~ Kwik Mandarin

You r not attending? R u crazy?!! But seriously...

Go. It will save you a lot of your time, unnecessary & costly mistakes...and you'll enjoy the path of entrepreneurship much better with sharper direction & strategies. You dunno what you dunno, go!

~ Coconnect

This is the place to teach you how we could sell the ice to the eskimos and sell the sand to the desert people.

~ Nineth Resources

“It was indeed my pleasure in attending your workshop and I learnt a lot not only for my business but also for my personal life. Your team is indeed very knowledgeable and it's always good to share and to experience with each other. It's always a two way communication.

~ Assistive Technology