

FIRESTARTER 
Academy

Welcome to
**Essential
Business Development
and Planning Skills**



FREE
Training Taster Session

Firestarter works across a **broad range of clients** to drive performance improvement, growth initiatives, change management, organisational development, operational efficiency and the removal of dependency on key individuals.

3 Delivery Modes



Business horsepower.



ACADEMY

- an opportunity to share our critical learnings in a speedy easy to digest way – courses that have 5 key modules over 5 weeks .



USER-CHOOSER

- an opportunity for clients to “pick and choose” services that we provide to suit short term needs and budgets (sales management, product/proposition planning, interim management, process improvement etc.)



FULL PROGRAMME

- 3, 6, 12 month programmes to drive full impact of the Firestarter range of services customised to suit the client needs – generally a blend of senior grip, commercial development, process, and organisational development

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**2 Firestarter Academy Courses
to accelerate all of us to a better place**



EDUCATE

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Academy

Training Course

PRACTICAL BUSINESS PLANNING

Learn how to grip your strategic thinking and turn it into a meaningful, executable business plan with tried and tested techniques.

firestartersolutions.co.uk

BETTER BUSINESS DEVELOPMENT

Learn how to become better at selling, with practical short-term steps and the fundamental skills, tools and processes you need to immediately improve your sales performance.

In partnership with

Landscape Institute
Inspiring great places

firestartersolutions.co.uk

FIRESTARTER
Business Power.

Dunbartonshire Chamber of Commerce Discounted Member Price: £645 + VAT
(Early Bird 15% Discount available and Young Person's Bursary)

Better Business Development

Our 5 Modules – a blended approach



Business horsepower.

Week 1	What?	Why?	How?
1	Really making pain-point selling work for you	People buy because they have a need, a pain – you have to always start here. This is the secret to empathy and persuasion.	Focusing on the simple steps of identifying common pain-points and then building a whole sales approach around it.
2	Account Development Planning – a structured approach	The actions you take proactively directly influence the outcomes of your account management planning and your material £/\$ results – but you need a practical, structured method for achieving this.	Bespoking/creating an account management process that is fit for purpose for each setting and then embedding rhythm & rigour around actually “doing it”.
3	Managing your “sales meetings” effectively	Understanding the principle of the “golden hour”, the “this is your moment” principle – ensuring that you control and run your conversations to get the maximum returns.	Establishing a “muscle-memory” best practice approach to running meetings – to ensure best results every time.
4	Real-life pipeline management	People have a tendency to make this too complicated and/or do not embed discipline that drives sales results.	Establishing an understanding of “zonal” pipeline management and how to use it to manage prospects effectively.
5	Building a perfect sales toolkit	Rarely do salespeople have all the right tools for the job, but actually what you need is pretty simple.	Understanding how to build an “emergency” sales tool kit and a “go-forward” sales tool kit. Selling, not “getting ready” to sell.

Practical Business Planning

A blended approach



Business horsepower.

No.	What?	Why?	How?
1	Gripping your strategy in 3 simple steps.	Articulating strategy can be overwhelming and a job that either never gets done or is done in such a way that once complete, the sense is you have reached the end, not the beginning of your strategic journey.	3 simple exercises which between them articulate your strategic intent, link this to all the functions of your business and translate complex action streams into a manageable “vital few” set of priorities.
2	A Product Strategy on a Page (PSOAP).	Being able to articulate a clear product strategy will drive not only your commercial (financial) thinking but also the whole basis of your operational business. You need to define a really clear plan and then “live by it”.	A speedy, but far-reaching methodology for gripping the entire reach of your product strategy on a single page – a game-changing tool for really working out where to focus.
3	Building a 3 year financial plan efficiently.	Financial planning can be overwhelming, but the exercise needs to be efficient, not over-engineered. Linking your plan carefully to your Product Strategy will take you a logical speedy journey to build a clear and robust strategy.	Bringing all of your planning together into a practical (and flexible) financial plan – starting from today and articulating the path to your aspirational targets – a real basis to run your business.
4	Building the right organisational shape for your business.	Based on your commercial and operational goals, you need a very focused organisational development plan – this can be overwhelming with challenges relating to both existing and new staff.	Stripping your organisation strategy right down and rebuilding it so that it is fit for purpose – linking people to strategy and finding out how to build the best team from existing and new employees.
5	Embedding “Rhythm & Rigour” – being a more efficient manager.	The classic issue in businesses is that even if they “nail” their strategy documents, they “fail” to make the time or stick to the discipline of pushing the strategy through – the day job gets in the way.	Developing effective rhythm around the execution of your strategic priorities; linking long term goals to short term activity and engaging your whole team in this process.

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Some Taster Content

3 sample business development topics for discussion



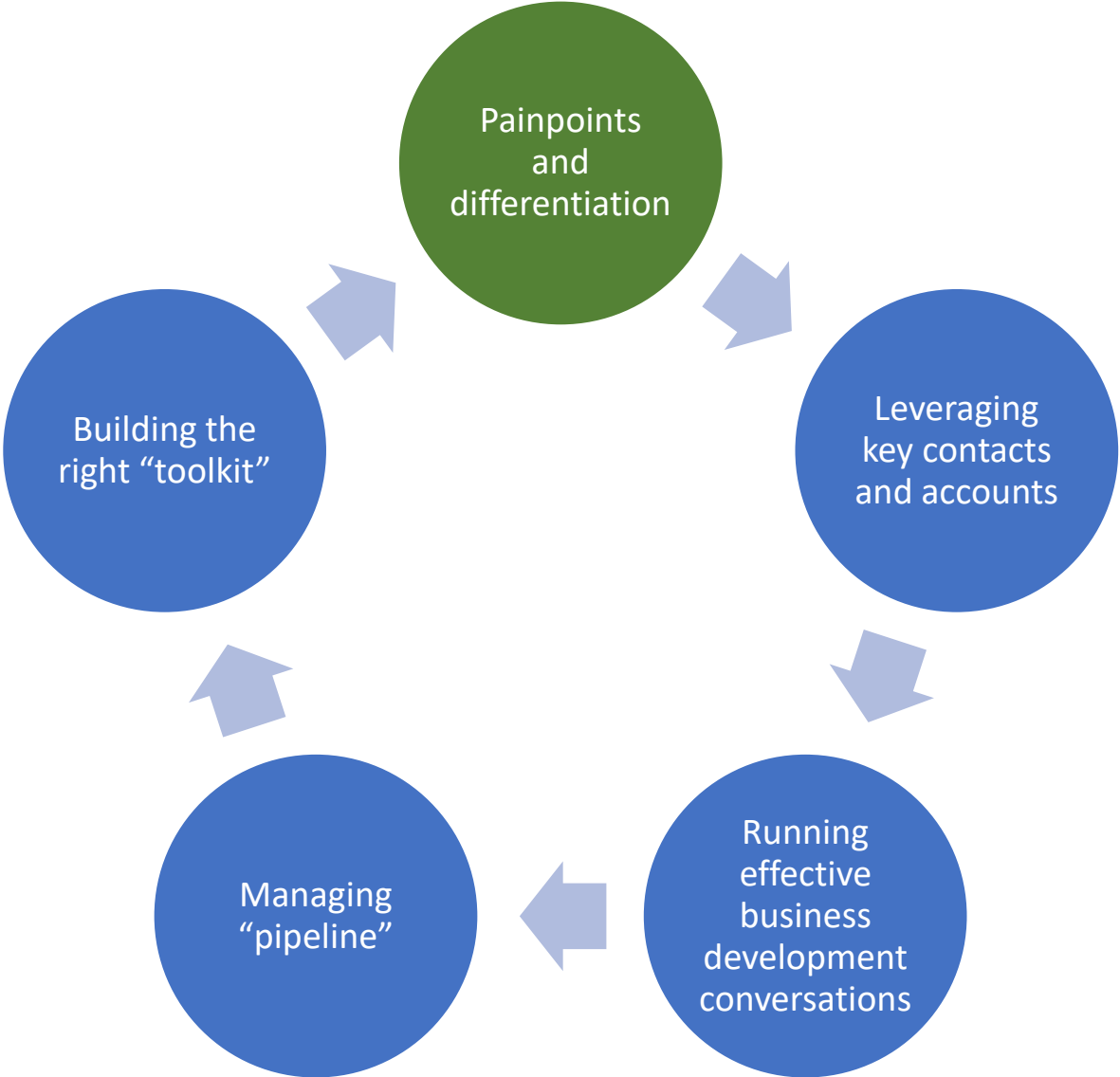
3 sample topics

1. An introduction to **painpoint-led** business development
2. Core principles of effective **account development**
3. Practical **pipeline management**

Better Business Development



Business horsepower.



Differentiation – using painpoints as a start point to finding out how you nurture buying decisions.

Why pain-points?

1. People like to buy, not be sold to
2. Empathy, Empathy, Empathy
3. Buying decisions are as much about the individual's circumstances as the business need. This is where the real pain (and the real motivation) lies.

?: What is the real problem that people are trying to solve?
Why? Why? Why? Why? Why?



Some really common pain-point groupings



No.	Type	What the buyer is really thinking
1	FRUSTRATION	“What we are doing at the moment just needs to be better, the way we are doing things is not good/driving me crazy; I need the thing you are selling me to fix that.”
2	PURE FINANCIAL	“We need to sell more (or save more); I need the thing you are selling me to make that happen”.
3	TIME	“I have a problem with capacity – the thing you are selling can help me speed things up, be more efficient, cut some corners etc.”
4	CREDIBILITY	“I want to look good in my job, I need whatever you are selling to make me look competent, help me perform better, make me look like a hero internally, make it look like I am making good decisions, managing money well, doing things to improve customer experience, get people (internally/externally) off my case.”
5	COMPETENCY	“I can’t do this by myself, I need some help, please let this thing you are selling sort that out for me”.
6	RISK	“I am exposed here, people are going to find me out; I need to demonstrate I have it covered; I’m hoping this thing you are selling me will make that risk go away.”

COMMON PERSONAL MOTIVATORS:

Financial – Fear of Failure/Shame – Need for Positive Recognition
Desire for Excellence – Desire for Completion (of something)

A Good Painpoints Exercise

- Just start writing.....
 - Common problems that your customers face.
 - You will probably struggle to get beyond 10
- Group the problems....
 - You'll probably end up with 4 or 5 broad headings
 - [You can learn these and start to use them as a basis for conversation]

Account Development Principles

- There are whole range of core principles here about how you take ownership of the long-term management of your key accounts, but these simple lines of thought will really help.....

Core Principle 1 (of 7): Understanding the whitespace



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	Product Line 1	Product Line 2	Product Line 3	Product Line 4	Product Line 5	Product Line 6	Product Line 7	Product Line 8	Product Line 9	Product Line 10
Client 1	Yellow	Yellow	Green		Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	
Client 2	Yellow	Yellow								
Client 3	Green	Green	Green	Green			Green			
Client 4	Red	Yellow	Red							
Client 5	Green	Yellow	Yellow	Yellow		Light Blue			Light Blue	
Client 6	Green	Light Blue								
Client 7	Green	Yellow	Light Blue			Light Blue				
Client 8	Green	Yellow								
Client 9	Yellow	Yellow	Yellow	Yellow	Yellow	Light Blue	Yellow		Light Blue	
Client 10	Red	Red			Light Blue					
Client 11	Red	Red								

Key:

Green	= in, at full capacity
Yellow	= in, could be expanded
Red	= in, at risk
Light Blue	= no opportunity
Blue	= not in, opportunity

Core Principle 5: Briefing and Involving the Team



Let's talk about ABC Limited

1. Currently we do *this* for them...
2. Currently we know *these* people...
3. We think we could do *this* for them....
4. We need to know *these* people.....
5. The risks associated with this business are.....
6. We want to open up *these* conversations....
7. We think there is *this* revenue opportunity.....
8. Over the course of the next year our plan is to.....
9. How can we all work together to achieve this?

**MOST PEOPLE, MOST BUSINESSES DO NOT DO THIS.
THEY LACK RHYTHM, RIGOUR, PROCESS, SYSTEMS & DISCIPLINE**

Practical Pipeline Management

- A common language in a business is key
- Keeping it simple is key
- Firestarter Grading method really simple and allows you to move towards **ZONAL PIPELINE MANAGEMENT**
- An exercise you should be able to do “on the bus”.

A Simple Grading System to drive action

What do I actually have to do to advance this opportunity?

GRADE	EXPLANATION
IN	The order is actually received but still showing on the Prospect Bank (usually a timing issue)
A	Prospect has confirmed that they are definitely going ahead; just awaiting paperwork
B	You have a strong feeling that this order will be closed in the next 2 to 6 weeks
C	This is a good opportunity, but still work to be done
D	An early stage opportunity – a lot more work to be done
LAPSED	This <i>was</i> a good opportunity, but has now fallen away
DEAD	The deal has gone completely cold, no likelihood of revival
LOST	The deal was lost to a competitor

Why not do the Account Planning exercise and the Pipeline exercise?

There is a whole load more behind this but these are simple taster exercises to get you going.

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Practical Business Planning

Being decisive about your strategic intent



Being Decisive about your Strategic Intent

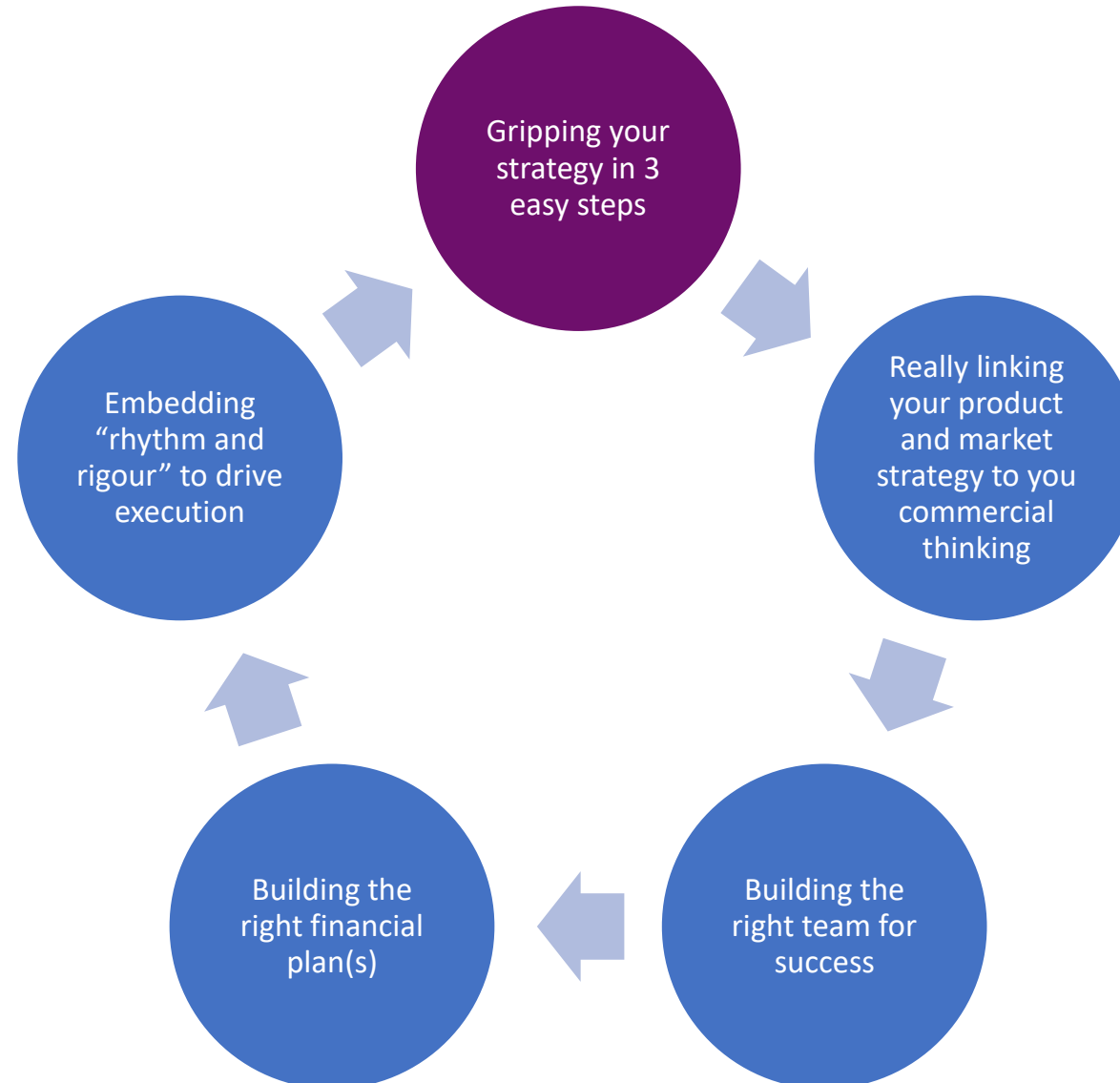
Articulating strategy can be overwhelming and a job that either never gets done or is done in such a way that once complete, the sense is you have reached the end, not the beginning of your strategic journey.

Being Decisive about your Strategic Intent

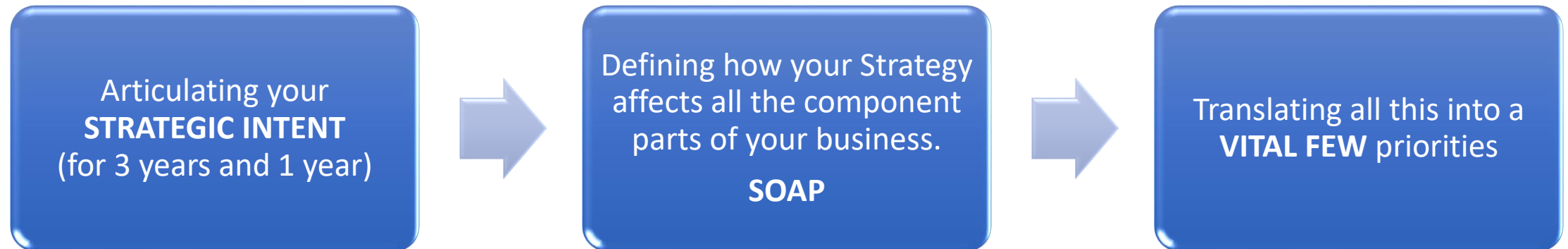
[Part of Practical Business Planning]



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Three Steps to Gripping Your Strategy



Articulating your STRATEGIC INTENT



Business horsepower.

Acme

Strategic Intent – Three Year
(target December 20xx)

- 1. To do this, to do this.
- 2. To do this, to do this.
- 3. To do this, to do this.
- 4. To do this, to do this.
- 5. To do this, to do this.

VALUES – VALUES – VALUES – VALUES – VALUES

Acme

Strategic Intent – 20xx

- 1. To do this, to do this.
- 2. To do this, to do this.
- 3. To do this, to do this.
- 4. To do this, to do this.
- 5. To do this, to do this.

VALUES – VALUES – VALUES – VALUES – VALUES

Five standard topics:

- 1. Financial
- 2. Product
- 3. Team
- 4. Processes
- 5. Leadership

Strategy on a Page



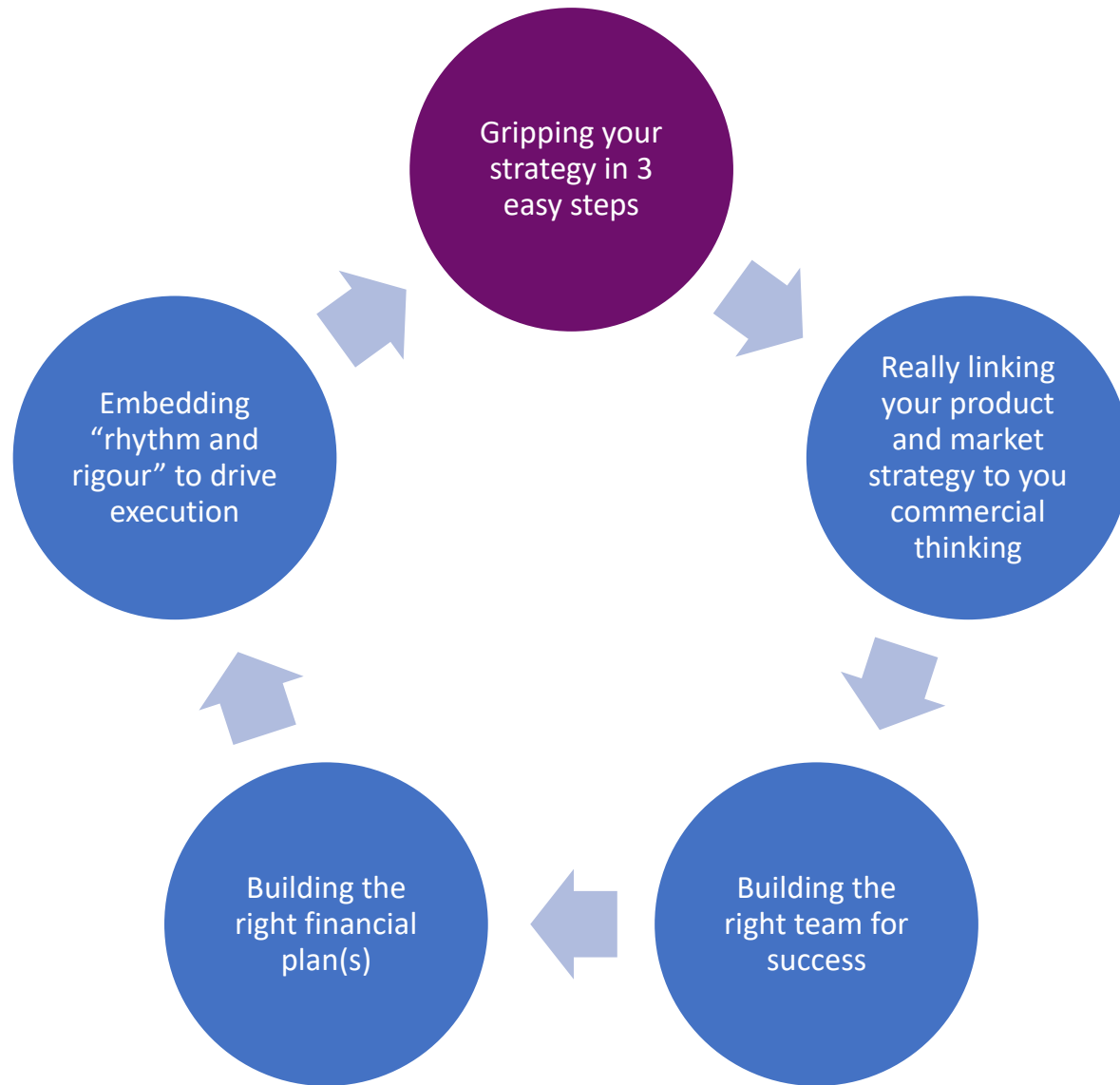
Business horsepower.

Strategy on a Page (SOAP) 201x <i>Acme</i>					
Strategy	What is the over-riding goal relating to this strategy?	What are the component parts?	Where are we making good progress?	Where are we not making progress?	What are the critical actions that need to happen in the next year?
1 Financial	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.
2 Product	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.
3 Marketing	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.
4 Sales	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.
5 Operational	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.
6 Administration	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.
7 Organisation	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.
8 Leadership	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.

The Vital Few (VF) 201x <i>Acme</i>				
	Description	Owner	Key Next Action	Next Review Date
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2	Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.	LI	Lorem ipsum dolor sit amet.	xx-yy-zz
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A powerful exercise to summarise on one page the key elements and critical paths for each of 8 core business strategies for the client. As an extension of this summary, 5 key areas for execution over the following year can be drawn out to ensure that high-level leadership focus is maintained on, what are called, the Vital Few!

Practical Business Planning



5 Weeks to:

- Get a viable plan sorted quickly
- Embed a working method for executing/monitoring it effectively
- Removing the planning paralysis,

Signing up:



All courses run over **5 weeks** – 5 modules (90 mins); 1 x 1:1s

The next available courses are starting on the following dates
(with regular times each week for 5 weeks):

- **Better Business Development** – starting on Wednesday 29th September at 16.00
- **Practical Business Planning** – starting on Wednesday 3rd November at 16.00

Dunbartonshire Chamber of Commerce discounted member price: £645 +VAT
Book Now to get your 15% Early Bird Discount

Previous attendees



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- Here are some of the things the participants had to say about our recent Firestarter Academy training courses:

“The training course was very interactive and insightful. The one-to-one sessions were very useful.”

“I met a lot of like-minded professionals who have made the experience even better by sharing their personal tips and tricks.”

“This training course is on a different level – you have brought all the elements together to provide a sales bible for life.”

“The course forced me to take the time I needed to focus on my business. I feel in a much better and stronger position now; I can’t recommend it highly enough!”

“I will definitely be making changes to our sales process and approach as a result of this training course.”

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Thank you!

Book your courses at:

firestartersolutions.co.uk/services/firestarter-academy/

