

**Entrepreneurial Workshop
Part 4**

**“EFFECTIVE WAYS TO GROW & MAINTAIN
YOUR SALES REVENUE”**

**June, 2010
Program**



**creative
entrepreneur**

ENTREPRENEURIAL WORKSHOP

Title: “Effective Ways to Grow and Maintain Your Sales Revenue”

Venue: RACV City Club – 501 Bourke Street Melbourne, VIC



Parking: Available at New Chancery Lane, Melbourne^

Session Duration: 2 Hours

General Outline:

Explore what it takes to achieve rapid and consecutive sales growth in your business. Achieve significant revenue gains by capturing opportunities in your select niche market, and capitalising on emerging global trends. Transform your business into a multi-million dollar global enterprise. Develop and maintain healthy revenue streams for long term success.

Specific Objectives:

The program will help you:

- ↘ Establish appropriate monthly, quarterly and yearly sales targets for long term sales growth;
- ↘ Implement processes and systems, as well as key performance indicators to monitor your sales performance across your sales team and territories;
- ↘ Implement short, mid, and long-term sales' strategies to develop and maintain ongoing revenue streams across your product range and/or service;
- ↘ Develop your sales' tools and selling techniques to achieve better results from your customers;
- ↘ Integrate effective point-of-sale systems in your sales' process to achieve repeated sales orders and ongoing revenue streams;

Lessons Learned:

Winning, losing, risk-taking, decision-making, innovation, leadership, organisational change, competitiveness, trends, diversity - they're all part of business and life.

Quote:

"If you're not a risk taker, you should get the hell out of business." - Ray Kroc, McDonalds.

About the Coach:

Federico Re (Founder & Director – *Creative Entrepreneur*)

www.creativeentrepreneur.com.au



Federico's professional career is inspirational and a true testament to anyone seeking success and acknowledgement in the competitive business world.

Inspired by well known entrepreneurs like *Richard Branson, Ray Croc, Amanda Briskin, Natalie Bloom, and Janine Allis*, and at the tender age of 22, Federico stepped into the challenging world of business.

With a never-say-die attitude and driven by consumer lifestyle trends, he set out to achieve the remarkable feat of growing his first business, a designer stationery & giftware concept, into a multi-million dollar venture, and a world ranking brand.

His personal and business achievements have been widely publicised across various media channels including the *Reed Trade Fairs, Life in Style, Telstra Business, BRW Magazine, My Business Magazine, and CPA Congress*

Over the past 15 years, Federico has built his reputation as a business development specialist, entrepreneur, business coach, seminar speaker, and retail expert across a broad range of industries including giftware, homewares, stationery, childrenswear, fashion, and cosmetics.

He has fuelled new product and brand initiatives, and successfully deployed new ways of performing fundamental business processes as the springboard to success for leading companies in the wholesale and retail sector.

A compelling speaker, Federico connects directly with people, inspiring and energising them to achieve greater things. He often draws on his personal experiences of leadership, entrepreneurial success, innovation, global trends, competitiveness, accountability, teamwork and diversity.

His high level of enthusiasm, unconventional approach, openness to share personal experiences and down to earth nature, helps create a bonding rapport with his audiences.

SESSION DETAILS

Title: “Effective Ways to Grow and Maintain Your Sales Revenue”

Session Date(s):

Wednesday, 23rd June, 2010

Session Time(s):

9am –11am 11:15am –1.15pm 1.30pm – 3.30pm 4pm - 6pm

Session Type:

Group Private

Notes:

1. Preferred session time is subject to availability at time of booking. Selected session will only be confirmed upon receipt of full payment;
2. Group session consists of a maximum of 6 participants;
3. Private session consists of one registrant with a maximum of one accompanying guest;

Workshop Cost:

2 Hour Group Session: **\$ 30.00**
2 Hour Private Session: **\$ 250.00**

Terms

GST:

All figures stated above include 10% GST.

Payment Terms:

Full payment required no later than 7 days prior to workshop session.

Date Change:

Additional 20% surcharge.
No date change will be permitted if less than 3 days prior to workshop. In this event, it will be treated as a cancellation. New session time is also subject to availability at the time of change.
Applicable surcharge is payable when date change occurs.

Cancellation:

A booking made with payment is non refundable.

Additional Costs:

In the event additional consultation is required by the Registrant, beyond the stated session duration, a standard hourly consulting rate of \$120.00 (excl. GST) will apply. Extended time is subject to availability at the time of booking.

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RACV City Club standard parking rate = \$13.00/hr and is subject to availability. For further information, please contact the company on 1300 501 501.

BOOKING INSTRUCTIONS

Workshop Title: “Effective Ways to Grow and Maintain Your Sales Revenue”

↳ To attend, simply follow the three steps below:

1. Register your preferred session time via:
 - a. Online: www.creativeentrepreneur.com.au/bookings.html, or
 - b. Phone: **1300 255 313**
2. Wait for an ‘acknowledgement of registration’ via email.
3. Upon receiving an acknowledgment, forward your **full payment** to us using the payment options below.

↳ Payment Options:

1. **EFT:** National Australia Bank / BSB: 083-352 / Account: 79-684-4216.
Please quote reference: “*Workshop*”.
2. **Cheque:** Please make cheque payable to: “*Creative Entrepreneur*”. Send cheque to: “*PO Box 732, North Melbourne, 3051, Victoria*”.
3. **PayPal or Credit Card:** Pay online via secure *PayPal* system.



↳ **FULL PAYMENT IS REQUIRED NO LATER THAN 7 DAYS PRIOR TO
SELECTED WORKSHOP SESSION**

↳ **FINAL REGISTRATION WILL BE CONFIRMED UPON RECEIPT OF
FULL PAYMENT**

We look forward to seeing you soon !