

Marketplace Coalition



Marketplace Huddles – Proposed Content Schedule

The following schedule is subject to change and without notice at anytime.

1. How to Change the World
2. Purpose: Personal & Professional Growth:
3. Clarity: Strategic Values and Mission Statement:
4. Leadership/Mentoring
5. Orientation: Discovering Your Strengths (CliftonStrengths)
6. Development: Business and Team Building
 - Business Assessment
 - Developing a Business Plan/Branding
 - Communication Strategies
 - What Game are You In?
 - Selecting the Players
 - Working as a Strengths-Based Team
7. The Slight Edge (everyday actions to accomplish goals and purpose)
7. Measurements of Business Growth
 - a. Creating a Culture of Feedback and Accountability
 - b. 360 Evaluations
 - c. Keeping the End in Mind
 - d. Growth on a Stick (making the numbers talk)
 - e. Global perspectives (the state of the company)
8. Processes, Measurements, and Outcomes
 - a. Developing Business Scorecards
 - b. Operations and Accounting
 - c. HR (outsourcing, IC, employees, operations)
 - d. Legal

9. Marketing & Sales

- a. Sales Cycle – Sales Goals**
- b. Inquiry/Marketing**
- c. Handling Objections**
- d. Time Management (keeping the pipeline full)**

10. Closing the Sale

11. Coaching for Performance