

TAKING YOU  
FROM WHERE  
YOU ARE



TO WHERE YOU  
WANT TO BE

... *Gerry Moan*

## Progress - Building on your successes!

### What would Progress look like for us?

Can you see where your business is going next?

Do you have a strategy to pull you through?

Have you looked at how your competitors are growing their markets?

Do you know where your new customers will come from?

**Progress** is a unique business development programme for business managers that helps you grow profits and improve your focus and direction.

Now is the time to develop your business and plan for future growth.

- Review your **vision** for the business.
- Develop successful **planning** techniques for your business team.
- Generate **new business** and the needs of your customers.
- Improve decision making by understanding your **margins**.
- Analyse how **sales**, pricing and costs really affect your **profits**.

### What will we learn?

Progress has been designed to make the best use of your time and investment through interactive group workshops, in-company mentoring visits and work related projects with experienced business experts.

### Themes

#### Focus and Direction

Review your vision for the business, set key objectives and milestones to get you there. Qualitative analysis of your product and 'Ideal Customer' going forward.

#### Customerising

Commence market research and competitor analysis to streamline marketing strategy. Plan targeted marketing campaigns to generate leads and future business.

Develop the most effective 'Sales Process' for your customer.

#### Partnering

Understand the benefits of networking. Get the most out of your relationships with suppliers and key stakeholders.

#### Personality

Assess your own personality style. Leadership techniques for different situations to improve team effectiveness. Review how you manage your time and take steps to delegate duties or minimise unproductive tasks.

#### Competitiveness

Analyse your competitive advantage and point of difference. Exploit your advantage effectively through brand and marketing collateral.

#### Systems

Develop control methods to measure and monitor your operations. Improve long-term sustainability.

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## What others have said!

"The value of the course was to demonstrate that all aspects of business are interlinked, but by separating and highlighting their individuality it gives you the opportunity to work on each of them in isolation."

*Martin McGeough*  
*Martin Food Equipment*

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*Graham Purcell*  
*National Tile*

## Who is Gerry Moan?

A Practical, Down to Earth Business Trainer & Adviser who has worked with hundreds of Irish Owned SME's. He loves working in sales marketing and business development roles in progressive businesses that are not afraid to make changes.

Gerry has grown a number of businesses and advises many high growth start-ups. He has an ability to cut through to the heart of a matter and help then define a new and better way forward for all those he works with.

An accomplished and inspirational sales coach and public speaker, Gerry brings his expertise to companies focussing on building and maintaining relationships with prospective customers and help them devise and validate effective sales and marketing strategies.

## So... in Recap!

**Six Days on site** with your management team over six months.

**Follow up mentoring Sessions** for each team member.

## Themes

### Focus and Direction

Setting out your vision for the business' future.

### Customerising

Getting inside the heads of your customers - internal and external.

### Partnering

Developing a go get 'em team who won't stand down!

### Personality

Take a good hard look at the image the business and your people have in the market place.

### Competitiveness

Developing the keeping the EDGE!

### Systems

Now control it all and get some systems in place!

