

# Business Growth Programme

Business growth is priority #



12 Months Training, Coaching & Support Programme



Enterprise Development & Supplier Development (ESD) are priority elements and therefore a 40% sub minimum must be achieved in order to avoid the discounting principle. That equals 4 points for Supplier Development and 2 points for Enterprise Development (excluding any bonus points).

*Real economic impact option for your your corporate B-BBEE points!*

**Welcome to ESD Business Growth Programme**

For companies in the SMME space, the growth of the business should be priority number one. Priority number two is to deliver your offering and delight your clients. However, business growth is much more difficult than most entrepreneurs imagine as evidenced by the high rate of early stage business failure in South Africa. As part of the Broad-Based Black Economic Empowerment policy to advance economic transformation in South Africa we have adapted our Business Growth Programme to assist qualifying SMME's.

Business and revenue growth comes from one place and that is sales. Sales begins with marketing efforts to generate leads then the engagement of those leads. The challenge is, most business owners are technical experts that do not know how to roll out effective marketing and sales endeavors.

The Sales Machine is a leading business growth agency in South Africa and has rollout this 12 Months programme to bolster the sales and marketing skills of small black business in South Africa to achieve the growth necessary to survive and thrive! This is a practical programme whereby we go into the business of the beneficiary, develop a tailored business plan for them and hold their hand over the one year period to implement the plan with them. This is the kind of support our budding entrepreneurs need to take their businesses to the next level and become much more sustainable



The Sales Machine

Tel: 011 070 8412, Mail: [info@thesalesmachine.co.za](mailto:info@thesalesmachine.co.za)

## Programme Outcomes:

### Your ESD Beneficiaries will;

- Work with our team of business growth coaches bi-weekly
- Receive a tailored business growth plan for their businesses which includes a sales and marketing plan
- Learn to how to roll out sales and marketing campaigns for growth
- Learn best practice for sales team building and the management of the team
- Lead how to create a continuous inflow of leads
- Learn how to create marketing campaigns and campaign messaging for results
- Understand how to create a sales pitches that influences and persuades
- Learn how to set up and manage Digital Marketing campaigns
- Learn how to formulate growth activities, schedule and measures

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**Supplier Development** is the process of working with certain suppliers to improve their performance for the benefit of the buying organisation. Leading to improvements in the total added value from the supplier, product or service offering, business processes and performance, improvements in lead times and delivery.

**Enterprise Development** is a strategy for promoting economic growth and reducing poverty by building SMMEs, membership organisations to represent them and competitive markets that are stronger and more inclusive. It consists of monetary and non-monetary, recoverable and non-recoverable contributions actually initiated in favour of a beneficiary entity by a measured entity with the specific objective of assisting or accelerating the development, sustainability and ultimate financial independence of the beneficiary.

### Part 1: Absolute Clarity

- The five levels of Clarity
  - Clarifying your business model and the problem you solve
  - Clarifying your messaging and marketing
  - Clarifying your exact target
- Clarity: Exercise: Craft a clear business model document and a concise messaging framework for your business

### Part 2: The key to exponential growth

- The anatomy of a business
- A business lesson from nature
- Sales 2.0: The evolution of sales
- Dedicated roles within the sales function
- Lead Generation and lead nurturing systems
- Smarketing: How to merge sales and marketing for growth

### Part 3: The five pillars of growth

1. Lead Generation
  2. Prospect Engagement
  3. Pipeline Management
  4. Close tactics
  5. Retention
- Lead generation ideas
  - Prospect engagement best practice
  - Covering the buying centre
  - Close tactics
  - Retention ideas

### Part 4: The Pitch

- 12 Factors that affect your pitch
- Pre-pitch - The Preparations
- Understanding the stages of the pitch
- Types of Pitches
- Creating a winning pitch every time

Pitch Creation Exercise: Develop a telephone pitch, email pitch and face to face pitch for your business.

### Part 5: Leverage the Power of digital

- Digital Marketing 101
- How to leverage the internet for business growth?
- The Purchase Funnel
- Paid Traffic
- The Content Marketing Strategy
- How to hire an expert for digital marketing
- How to manage the expert the you have hired for best results

### Part 6: Growth Via Campaigns

- Types of Campaigns
  - a) Top of Funnel Campaigns
  - b) Middle of funnel Campaigns
  - c) Bottom-of-the-funnel campaigns
- Calling Campaigns
- Product Launch Campaigns

### Part 7: Campaign communications plan and messaging

- Creating your campaign message
- Creating a compelling offer
- Campaign messaging case studies

Exercise: Create a Facebook Campaign for you offer

### Part 8: Creating the culture for growth in your business

- Define your culture
- Recruit according to the culture
- Culture as a competitive edge today
- How to create a high performance culture in your business

### Part 9: The Mindset For Growth

- The attitude for growth
- The Law of Expectation
- How to get inspired to pursue your goals?
- Confidence – The Courage to grow
- How to foster a healthy self esteem

### Part 10: Results - How to move the growth needle

- Growth Activities Routine
- Business Growth Measures
- Creating Financial Growth Targets
- You are the creator of opportunities

### Part 11: Facebook & LinkedIn Marketing Best Practice

- Retargeting 101
- Facebook ad design best practice
- The importance of the relevancy score
- How to Launch and manage Facebook ad campaigns
- LinkedIn advertising best practice

### Part 12: Roll out of tailored Business Growth Plan

- Lead generation assessment (weekly)
- Pipeline assessment (weekly)
- Prospect engagement assessment (weekly)
- New deals closed assessment (monthly)

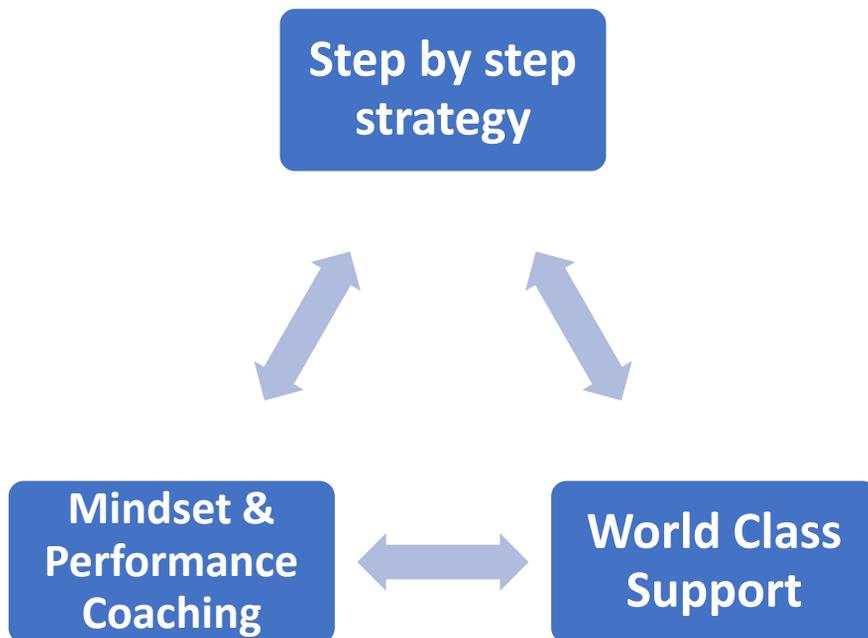
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**Why is our programme so powerful and impactful?**

## Results Triangle



**It's our transformational process  
that enhances who the entrepreneur  
and their team is = explosive results**

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## Frequently asked questions

### Which contribution type does the TSM ESD Business growth Programme fit in Enterprise Development?

Here is the full list of ED contribution types

- Grant contribution
- Direct cost incurred in supporting enterprise and supplier development
- Discounts in addition to normal business practices
- Overhead costs incurred in supporting enterprise and supplier development
- Interest free loan with no security requirements
- Standard loan provided to enterprise and supplier development beneficiaries
- Guarantees provided on behalf of a beneficiary entity
- Lower interest rate
- Minority investment in enterprise and supplier development beneficiaries
- Investment with lower dividend to financier
- Professional services rendered at no cost
- Professional services rendered at a discount
- Time of employees of business entity productively deployed in assisting beneficiaries

The TSM ESD Business growth Programme fits into "Direct cost incurred in supporting enterprise and supplier development"

### Which contribution type does the TSM ESD Business growth Programme fit in Supplier Development?

Here is the full list of ED contribution types

- Grant contribution
- Direct cost incurred in supporting enterprise and supplier development
- Discounts in addition to normal business practices
- Overhead costs incurred in supporting enterprise and supplier development
- Interest free loan with no security requirements
- Standard loan provided to enterprise and supplier development beneficiaries
- Guarantees provided on behalf of a beneficiary entity
- Lower interest rate
- Minority investment in enterprise and supplier development beneficiaries
- Investment with lower dividend to financier
- Professional services rendered at no cost
- Professional services rendered at a discount
- Time of employees of business entity productively deployed in assisting beneficiaries
- Shorter payment periods
- Bad debt write offs incurred from the financing of enterprise and supplier development beneficiaries

The TSM ESD Business growth Programme fits into "Direct cost incurred in supporting enterprise and supplier development"

### Which types of organisations qualify to be ESD beneficiaries

Only QSE's and EME's that are at least 51% black owned qualify as valid beneficiaries.

### What type of businesses qualify for ESD contributions?

An enterprise, in order to qualify for Enterprise Development contributions, must be a business with an annual turnover of less than R50 million, must be 51% or more black-owned, and must be an operationally, as well as a financially independent entity. The beneficiary business must be able to provide the necessary proof of the above to the contributing company. It can be an independent competent entity's report, a B-BBEE auditor limited assurance report or a sworn affidavit.

### What's the difference between Supplier Development and Enterprise Development?

Supplier Development entails the contributions made towards the beneficiaries that make up part of the supply chain of the particular Measured Entity. With it, the Measured Entity can extend a contract or give a new contract to the beneficiary, which helps to increase the beneficiary company's income stream for the period.

Enterprise Development contributions are made towards beneficiaries not forming part of the Measured Entity's supply chain. The aim is to help in the development of potential suppliers to become part of the supply chain of the particular Measured Entity.

### Can the same contribution count towards both Supplier Development and Enterprise Development?

The same contribution cannot count towards both Supplier Development and Enterprise Development.

### Can contributions be carried over several financial years?

Only contributions done within THE measurement period can be taken into account.

### How many points can my organisation gain for these Enterprise and Supplier Development contributions?

Supplier Development - Annual value of all Supplier Development Contributions made by the Measured Entity as a percentage of the target = 10 Points for 2% of NPAT

Enterprise Development - Annual value of all Enterprise Development Contributions and Sector Specific Programmes made by the Measured Entity as a percentage of the target = 5 for 1% of NPAT

### Bonus Point opportunities

Graduation Bonus - Bonus point for graduation of one or more Enterprise Development beneficiaries to graduate to the Supplier Development level = 1 bonus point

Employment Creation Bonus - Bonus point for creating one or more jobs as a result of Supplier Development and Enterprise Development initiatives by the Measured Entity = 1 bonus point

# 1 Year - Enterprise and Supplier Development Business Growth Programme

# ENROLMENT FORM

12 Months Training, Coaching & Support Programme

Thank you for your interest in this programme. To enrol your ESD Beneficiaries please provide the following:



	Cost Per Beneficiary	
Enterprise and Supplier Development - Business Growth Programme (12 Weeks)	R 67, 112.00	<input type="checkbox"/>

### BENEFICIARY DETAILS

- 1. Company name:** \_\_\_\_\_  
Principle name: \_\_\_\_\_ Designation: \_\_\_\_\_  
Company Telephone: \_\_\_\_\_ Email: \_\_\_\_\_
- 2. Company name:** \_\_\_\_\_  
Principle name: \_\_\_\_\_ Designation: \_\_\_\_\_  
Company Telephone: \_\_\_\_\_ Email: \_\_\_\_\_
- 3. Company name:** \_\_\_\_\_  
Principle name: \_\_\_\_\_ Designation: \_\_\_\_\_  
Company Telephone: \_\_\_\_\_ Email: \_\_\_\_\_
- 4. Company name:** \_\_\_\_\_  
Principle name: \_\_\_\_\_ Designation: \_\_\_\_\_  
Company Telephone: \_\_\_\_\_ Email: \_\_\_\_\_
- 5. Company name:** \_\_\_\_\_  
Principle name: \_\_\_\_\_ Designation: \_\_\_\_\_  
Company Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

If enrolling more than five beneficiary organisations, please photocopy this form and complete the sections for beneficiaries only.

### DETAILS OF SPONSORING ORGANISATION

Sponsoring Organisation: \_\_\_\_\_  
Address: \_\_\_\_\_  
VAT No: \_\_\_\_\_ Financial Contact: \_\_\_\_\_  
Person responsible for beneficiaries: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

### AUTHORISATION:

Forename: \_\_\_\_\_ Surname: \_\_\_\_\_ Designation: \_\_\_\_\_  
Signature for authorisation: \_\_\_\_\_

### BANKING DETAILS:

ACCOUNT NAME: THE SALES MACHINE, BANK: FIRST NATIONAL BANK (FNB), BRANCH: ROSEBANK, BRACH CODE: 250655  
ACCOUNT NUMBER: 627 63907 064