



Mini MBA program
 A powerful collection of
 practical management tools



“Tactics 4 Business Success”

Marketing	Sales	Profit	Innovation	Employee	Customer
MARKETING TEMPLATES			PROFIT TEMPLATES		
MARKETING TOOLS			INCREASE PROFIT		
MARKETING TOOLS – YOUR STRATEGY			INCREASE PROFIT - YOUR STRATEGY		
SEGMENTATION ANALYSIS			EXPENSE REDUCTION		
SEGMENTATION ANALYSIS – YOUR STRATEGY			EXPENSE REDUCTION - YOUR STRATEGY		
NEEDS ANALYSIS			PRICE DISCOUNT IMPACT		
NEEDS ANALYSIS - YOUR STRATEGY			PRICE DISCOUNT TEMPLATE - YOUR STRATEGY		
POSITIONING			PRICE DISCOUNT WORKINGS		
POSITIONING - YOUR STRATEGY			PRICE DISCOUNT WORKINGS - YOUR STRATEGY		
TARGET MARKET ANALYSIS			EXPENSE REDUCTION		
TARGET MARKET ANALYSIS - YOUR STRATEGY			EXPENSE REDUCTION TEMPLATE - YOUR STRATEGY		
STRATEGY PLANNING			EXPENSE REDUCTION IMPACT		
STRATEGY PLANNING - YOUR STRATEGY			EXPENSE REDUCTION IMPACT - YOUR STRATEGY		
ANSOFF MATRIX			EXPENSE BLOWOUT IMPACT		
ANSOFF MATRIX - YOUR STRATEGY			EXPENSE BLOWOUT TEMPLATE - YOUR STRATEGY		
INNOVATION			EXPENSE BLOWOUT WORKINGS		
INNOVATION - YOUR STRATEGY			EXPENSE BLOWOUT WORKINGS - YOUR STRATEGY		
IDEAS			COSTING SAMPLE		
IDEAS - YOUR STRATEGY			COSTING SAMPLE - YOUR STRATEGY		
RISK ANALYSIS			BANK EVALUATION		
RISK ANALYSIS - YOUR STRATEGY			BANK EVALUATION - YOUR STRATEGY		
PRODUCT LIFECYCLE			BANK COMPETITOR		
PRODUCT LIFECYCLE - YOUR STRATEGY			BANK COMPETITOR - YOUR STRATEGY		
BOSTON MATRIX			COURIER		
BOSTON MATRIX - YOUR STRATEGY			COURIER - YOUR STRATEGY		
GE MODEL			INSURANCE		
GE MODEL - YOUR STRATEGY			INSURANCE - YOUR STRATEGY		
MARKET WARFARE			SUPPLIERS		
MARKET WARFARE - YOUR STRATEGY			SUPPLIERS - YOUR STRATEGY		
BUILD A BRAND			TIPS AND TRICKS		
BUILD A BRAND - YOUR STRATEGY			TIPS AND TRICKS - YOUR STRATEGY		
STRATEGY MAP			QUOTE		
STRATEGY MAP – YOUR STRATEGY			QUOTE - YOUR STRATEGY		
DETAILED STRATEGY MAP					

DETAILED STRATEGY MAP	SALES TEMPLATES
WHY PLAN?	OVERVIEW
WHY PLAN? - YOUR STRATEGY	OVERVIEW - YOUR STRATEGY
VISION	INCREASE SALES AND PROFITS
VISION - YOUR STRATEGY	INCREASE SALES AND PROFITS - YOUR STRATEGY
ORGANISATIONAL GOALS	AVERAGE VALUE SALE
ORGANISATIONAL GOALS - YOUR STRATEGY	AVERAGE VALUE SALE - YOUR STRATEGY
STRATEGY OVERVIEW	ACTIONS: AVERAGE VALUE SALE
STRATEGY OVERVIEW - YOUR STRATEGY	ACTIONS: AVERAGE VALUE SALE - YOUR STRATEGY
MARKET MIX	INCREASE TRANSACTIONS
MARKET MIX - YOUR STRATEGY	INCREASE TRANSACTIONS - YOUR STRATEGY
FORCEFIELD	ACTIONS: INCREASE TRANSACTIONS
FORCEFIELD - YOUR STRATEGY	ACTIONS: INCREASE TRANSACTIONS - YOUR STRATEGY
MONITOR	INCREASE CUSTOMERS
MONITOR - YOUR STRATEGY	INCREASE CUSTOMERS - YOUR STRATEGY
	ACTIONS: INCREASE CUSTOMERS
EMPLOYEE MORALE TEMPLATES	ACTIONS: INCREASE CUSTOMERS - YOUR STRATEGY
IMPROVE MORALE	SALES PLAN
IMPROVE MORALE - YOUR STRATEGY	SALES PLAN - YOUR STRATEGY
ORGANISATIONAL CHART	CLOSING TECHNIQUES
ORGANISATIONAL CHART - YOUR STRATEGY	CLOSING TECHNIQUES - YOUR STRATEGY
JOB DESCRIPTION	
JOB DESCRIPTION - YOUR STRATEGY	CUSTOMER
EMPLOYEE TARGETS	CUSTOMER SATISFACTION MAP
EMPLOYEE TARGETS - YOUR STRATEGY	CUSTOMER SATISFACTION MAP - YOUR STRATEGY
COMMUNITY TEAMBUILDING	CUSTOMER CHAIN
COMMUNITY TEAMBUILDING - YOUR STRATEGY	CUSTOMER CHAIN - YOUR STRATEGY
COMMUNITY GOALS	CHAIN PROBLEMS
COMMUNITY GOALS - YOUR STRATEGY	CHAIN PROBLEMS - YOUR STRATEGY
FUNDRAISING PROGRAM	SURVEY
FUNDRAISING PROGRAM - YOUR STRATEGY	SURVEY - YOUR STRATEGY
SAMPLE INCENTIVE SCHEMES	INDICATORS
SAMPLE INCENTIVE SCHEMES - YOUR STRATEGY	INDICATORS - YOUR STRATEGY
INCENTIVE REQUEST FORM	INDICATORS B
INCENTIVE REQUEST FORM - YOUR STRATEGY	INDICATORS B - YOUR STRATEGY
INCENTIVE FAILURE	INDICATORS C
INCENTIVE FAILURE - YOUR STRATEGY	INDICATORS C - YOUR STRATEGY
EMPLOYEE ACTUAL	GUIDELINES
EMPLOYEE ACTUAL - YOUR STRATEGY	GUIDELINES - YOUR STRATEGY
PERFORMANCE SURVEY	CONTACTS
PERFORMANCE SURVEY - YOUR STRATEGY	CONTACTS - YOUR STRATEGY
EMPLOYEE PERFORMANCE	SURVEY METHOD
EMPLOYEE PERFORMANCE - YOUR STRATEGY	SURVEY METHOD - YOUR STRATEGY
STRATEGY DISCUSSION	CUSTOMER SATISFACTION PLOT
STRATEGY DISCUSSION - YOUR STRATEGY	CUSTOMER SATISFACTION PLOT - YOUR STRATEGY
SAMPLE FLOWCHART	SATISFACTION BY SEGMENT

FLOWCHART TUTOR - YOUR STRATEGY	SATISFACTION BY SEGMENT - YOUR STRATEGY
	CUSTOMER SATISFACTION INDEX
FOCUS TEMPLATES	CUSTOMER SATISFACTION INDEX - YOUR STRATEGY
GOALS	AVERAGE LIFE VALUE
GOAL PROFIT	AVERAGE LIFE VALUE - YOUR STRATEGY
GOAL SALES GROWTH	
GOAL PROFIT GROWTH	INNOVATION TEMPLATES
GOAL INNOVATION	INNOVATION OVERVIEW
GOAL EMPLOYEE MORALE	INNOVATION OVERVIEW - YOUR STRATEGY
GOAL CUSTOMER	PENDULUM – SEGMENTS
BUSINESS MONITORING	PENDULUM - SEGMENTS - YOUR STRATEGY
CURRENT STATUS	MARKET MIX
ACTUAL PERFORMANCE	MARKET MIX - YOUR STRATEGY
ACTUAL PROFIT	CHANGING THE OFFER
ACTUAL SALES GROWTH	CHANGING THE OFFER - YOUR STRATEGY
ACTUAL PROFIT GROWTH	PRICE CHANGE
ACTUAL INNOVATION	PRICE CHANGE - YOUR STRATEGY
ACTUAL EMPLOYEE MORALE	PURCHASE PATTERN
ACTUAL CUSTOMER	PURCHASE PATTERN - YOUR STRATEGY
	IDEA GENERATION
	IDEA GENERATION - YOUR STRATEGY

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