

# GROWTH RE-IMAGINED

Welcome and thank you for joining today's program

## Part 2: Re-Writing Your Sales Playbook

Presented by:  
Debra Baker & Tasneem K. Khokha  
Managing Directors, GrowthPlay

Thank you for your patience. We will begin shortly.

If you have questions for the presenters, please submit them through the chat function. We will answer questions either during or at the end of the program.

If you have technical difficulties, please use the chat function also.



GrowthPlay®



# GROWTH RE-IMAGINED

# Meet Today's Presenters

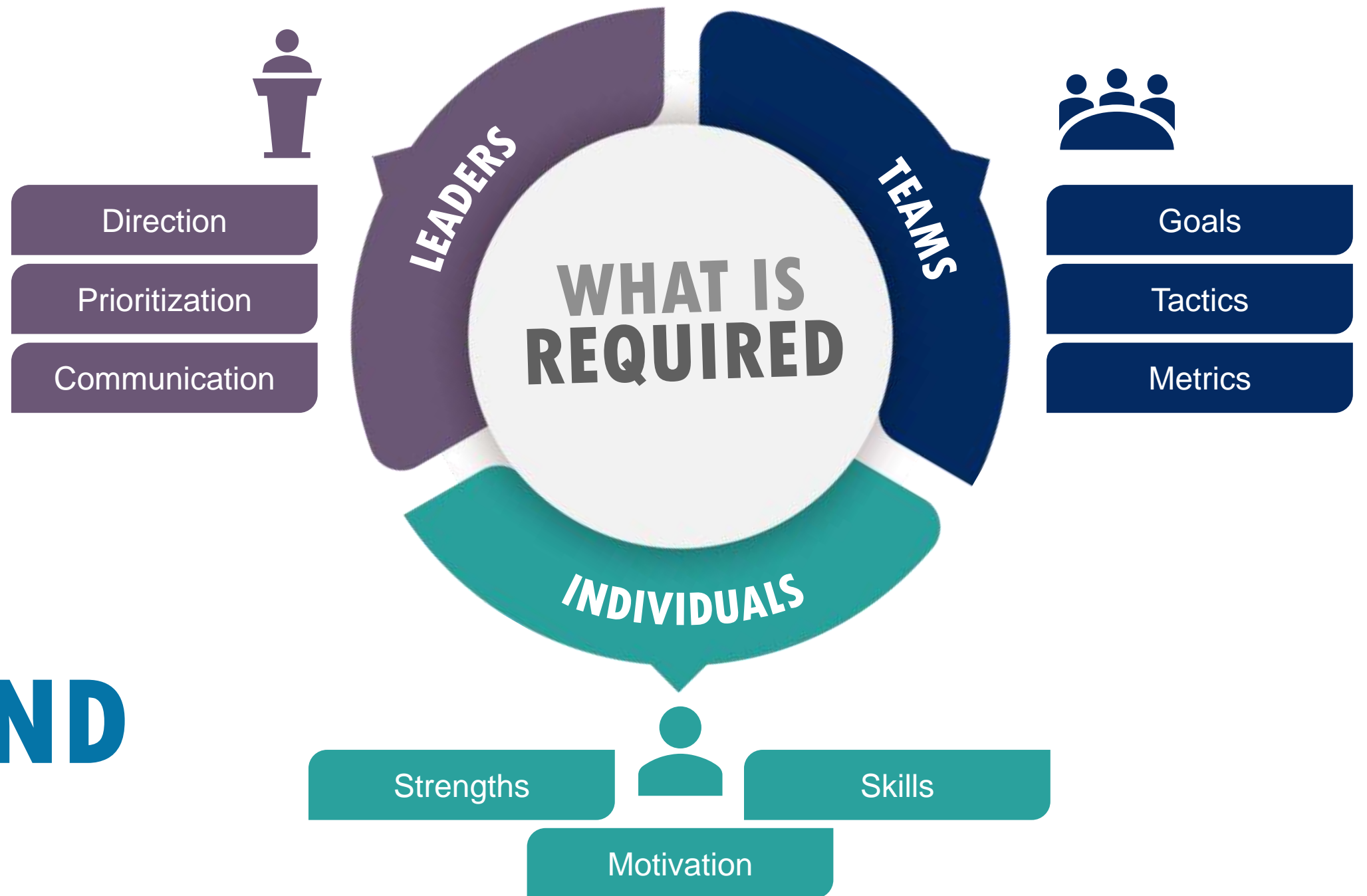


Debra Baker, Managing Director  
GrowthPlay

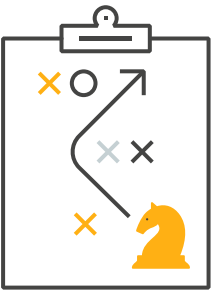


Tasneem Khokha, Managing Director  
GrowthPlay

# GROWTH IN 2020 AND BEYOND



# PLAYBOOK FUNDAMENTALS



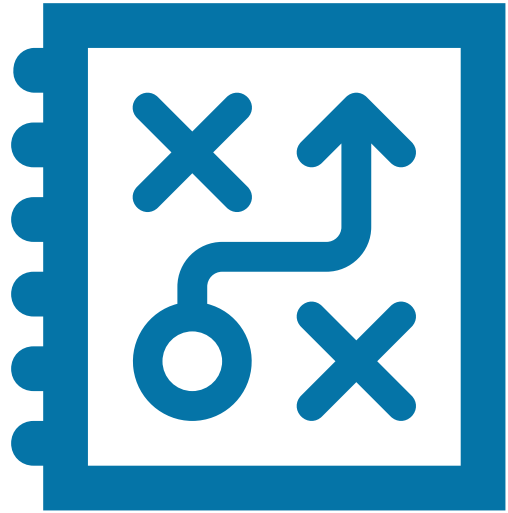
## REVENUE ACCELERATION FRAMEWORK®



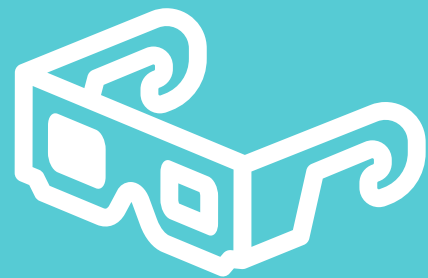
- Define goals and tactics
- Capture knowledge and best practices
- Measure and manage success



# New Rules



# Virtual Events



**CX**

**GUARD  
GROW  
GET**



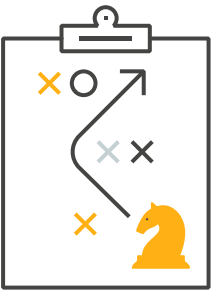
**Demand**

**BRIDGE THE  
MARKETING-  
SALES GAP**



# SALES PLAYBOOK

## DEMAND GENERATION TACTICS



### CONNECT

Curate networking opportunities to make new connections



### EXPAND

Uncover opportunities to solve more problems for existing clients



### INFLUENCE

Use content to create opportunities to talk about business



### ACTIVATE

Respond to events that trigger immediate needs



### FORECAST

Proactively anticipate future needs

# GETTING STARTED

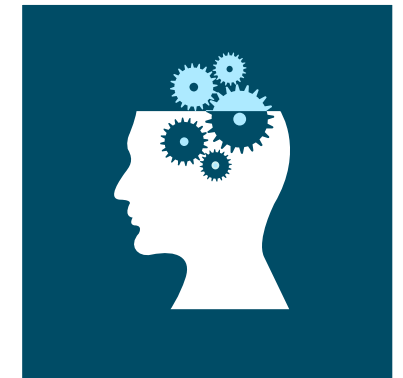


## BASELINE ASSESSMENT

- Guard
- Grow
- Get

## BUYER PROFILES

- Good v. Great
- Target market analysis
- High value investments



## DIVIDE AND CONQUER

- Work to individual strengths
- 90-day plans
- Simple metrics



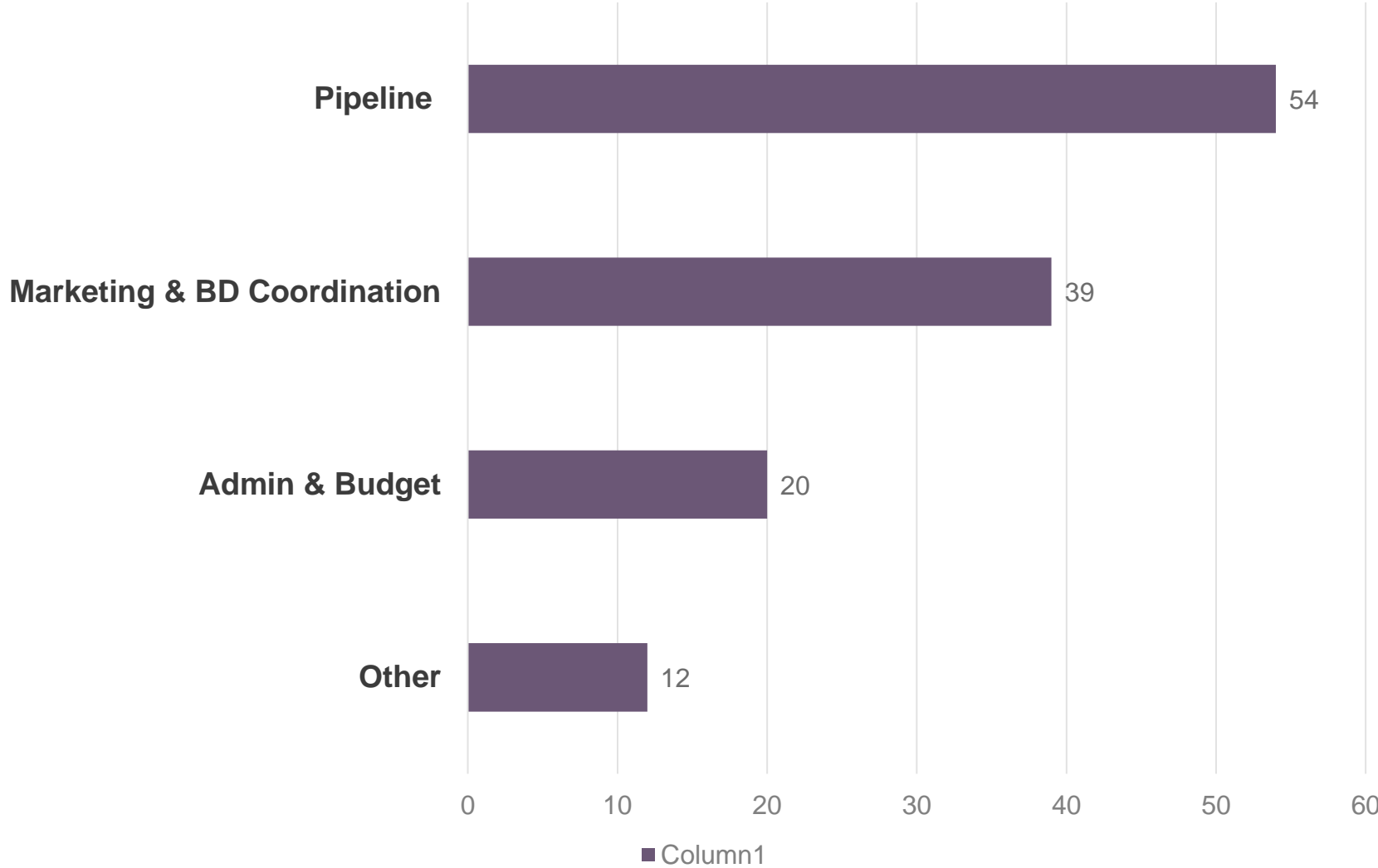
# GROWTH RE-IMAGINED

Upcoming Session

## Part 3: Re-Charging Your Business Development Team

August 20<sup>th</sup> at 12:30 pm EST

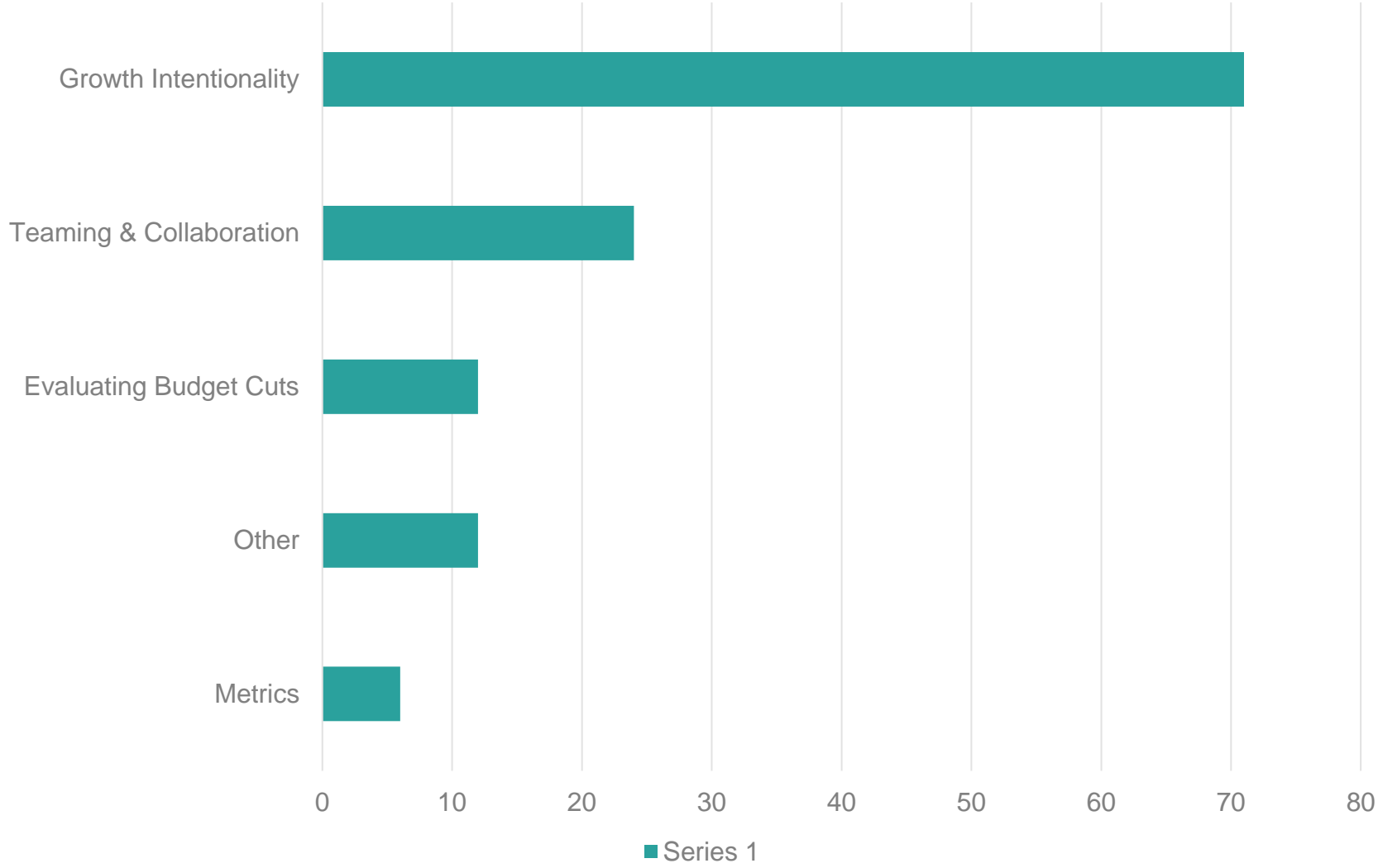
# PULSE SURVEY: QUESTION 3



**What is the top priority of your practice / industry teams?**

# PULSE SURVEY: QUESTION 4

**How do you see the role of the practice group changing in the next year?**



# CONTINUE THE CONVERSATION

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