

# CONSULTING SERVICES: FINANCIAL GROWTH LIBRARY

## Revenue Driver: New Products and Services

### Program description:

This course will be an overview of:

- Four classic growth strategies: for existing markets and new markets, and for existing products/services and new products/services
- Basics of product/service discovery as the first stage of product/service development
- Questions that need answers before proceeding with the full new product/service development
- Examples of businesses with successful growth strategies
- Develop your own growth strategy

### Learning objectives:

After completing this course, the learner should be able to:

- Identify the four classic growth strategies
- Define the steps in product/service discovery
- Name the elements of forming your own growth strategy

<b>Instructional delivery methods/ course format:</b>	On-Demand
<b>Credit(s):</b>	2
<b>Field of study:</b>	Finance
<b>Prerequisites:</b>	None
<b>Knowledge level:</b>	Intermediate
<b>Advance preparation:</b>	None

# Revenue Driver: Existing Product Innovation and Brand Extension

## Program description:

This course will be an overview of:

- Fundamentals and types of innovation
- Fundamentals and types of brand extensions
- Criteria that make innovation successful
- Techniques for effective brand extension
- Examples of competitive advantage through innovation and brand extension

## Learning objectives:

After completing this course, the learner should be able to:

- Identify elements of the fundamentals and types of innovation
- Identify elements of the fundamentals and types of brand extensions
- Identify criteria that make innovation successful
- Name techniques for effective brand extension
- Enumerate examples of competitive advantage through innovation and brand extension

<b>Instructional delivery methods/ course format:</b>	On-Demand
<b>Credit(s):</b>	1.5
<b>Field of study:</b>	Finance
<b>Prerequisites:</b>	None
<b>Knowledge level:</b>	Intermediate
<b>Advance preparation:</b>	None

# Revenue Driver: Pricing

## Program description:

This course will be an overview of:

- The basics of product and service pricing
- The dynamics of product and service pricing
- Steps to create an accurate and competitive pricing structure
- Mistakes with pricing
- The value of correctly interpreting data
- How to conduct price tests

## Learning objectives:

After completing this course, the learner should be able to:

- Identify elements of the basics of product and service pricing
- Critically evaluate the dynamics of product and service pricing
- Create an accurate and competitive pricing structure
- Name common mistakes with pricing
- Interpret data relative to pricing

<b>Instructional delivery methods/ course format:</b>	On-Demand
<b>Credit(s):</b>	1
<b>Field of study:</b>	Finance
<b>Prerequisites:</b>	None
<b>Knowledge level:</b>	Intermediate
<b>Advance preparation:</b>	None

# Revenue Driver: Marketing

## Program description:

This course will be an overview of:

- The differences among marketing, advertising, and public relations
- So what, who cares? and the call to action
- Six marketing growth levers
- Digital multi-channel marketing
- The power of data in marketing

## Learning objectives:

After completing this course, the learner should be able to:

- Recognize the differences among marketing, advertising, and public relations
- Identify elements of a powerful value proposition and a call to action
- Delve into digital platforms for effective marketing, advertising, and PR
- Identify ways to implement the six marketing growth levers
- Effectively conduct digital marketing campaigns

<b>Instructional delivery methods/ course format:</b>	On-Demand
<b>Credit(s):</b>	1.5
<b>Field of study:</b>	Finance
<b>Prerequisites:</b>	None
<b>Knowledge level:</b>	Intermediate
<b>Advance preparation:</b>	None

# Revenue Driver: Business Model

## Program description:

This course will be an overview of:

- The purpose and function of a business model
- The structure of a good business model
- Five levers of growth and development
- The critical importance of flexibility with a business model

## Learning objectives:

After completing this course, the learner should be able to:

- Name the purpose and function of a business model
- Identify the critical features of a good business model
- Identify the five levers of growth and development in a business model
- Express the critical importance of flexibility with a business model

<b>Instructional delivery methods/ course format:</b>	On-Demand
<b>Credit(s):</b>	1
<b>Field of study:</b>	Finance
<b>Prerequisites:</b>	None
<b>Knowledge level:</b>	Intermediate
<b>Advance preparation:</b>	None

# Revenue Driver: Sales

## Program description:

This course will be an overview of:

- The purpose, function, and cost of a sales department
- Expanding sales capabilities
- Increasing sales opportunities
- Sales and customer retention and referrals
- Growth hacking and sales partnerships

## Learning objectives:

After completing this course, the learner should be able to:

- Identify the purpose, function, and cost of a sales department
- Identify ways to expand sales capabilities, including sales team motivators and demotivators
- Identify ways to increase sales opportunities
- Identify powerful customer retention and referral strategies
- Identify growth hacking and partnership strategies

<b>Instructional delivery methods/ course format:</b>	On-Demand
<b>Credit(s):</b>	2
<b>Field of study:</b>	Finance
<b>Prerequisites:</b>	Basic knowledge of the sales
<b>Knowledge level:</b>	Intermediate
<b>Advance preparation:</b>	None

# Revenue Driver: Customer Service / Account Management

## Program description:

This course will be an overview of:

- Customer-facing functions
- What customers want
- Strategies for account management
- Strategies for customer service
- Measuring customer satisfaction
- Nine levers of customer satisfaction

## Learning objectives:

After completing this course, the learner should be able to:

- Recognize the different roles of customer experience, sales, account management, and customer service
- Understand how to discover and articulate what the customer wants
- Identify strategies for account management and customer service
- Differentiate the three common ways to measure customer satisfaction: Customer Satisfaction Score (CSAT), Customer Effort Score (CES) and Net Promoter Score (NPS)
- Define the nine levers of customer satisfaction

<b>Instructional delivery methods/ course format:</b>	On-Demand
<b>Credit(s):</b>	1.5
<b>Field of study:</b>	Finance
<b>Prerequisites:</b>	None
<b>Knowledge level:</b>	Intermediate
<b>Advance preparation:</b>	None

# Revenue: Driver: Meeting Unmet Customer Needs

## Program description:

This course will be an overview of:

- The basics of customer needs
- The types of customer needs
- Significance and implications of unmet customer needs
- Methods to identify unmet customer needs
- Techniques to satisfy unmet customer needs
- Examples of customer needs and ideas on how to meet them

## Learning objectives:

After completing this course, the learner should be able to:

- Name the basic elements for defining customer needs
- Identify the types of customer needs
- Choose the appropriate method(s) to discover unmet customer needs
- Select techniques to satisfy unmet customer needs
- Identify examples of customer needs and how to meet them

<b>Instructional delivery methods/ course format:</b>	On-Demand
<b>Credit(s):</b>	1.5
<b>Field of study:</b>	Management Services
<b>Prerequisites:</b>	None
<b>Knowledge level:</b>	Intermediate
<b>Advance preparation:</b>	None



# Expense Reduction Drivers: Human Resource Costs

## Program description:

This course will be an overview of:

- Human resource management
- Four levers of HR expenses
- Outsourcing costs and benefits
- Human resource systems: HRIS, HMS, HCM

## Learning objectives:

After completing this course, the learner should be able to:

- Differentiate among the three roles of human resource management (HRM)
- Detail the costs of poor human resource management
- Explain the four levers of HR expenses
- Define the pros and cons of HR outsourcing
- Identify three signs that indicate the company may need an HR system

<b>Instructional delivery methods/ course format:</b>	On-Demand
<b>Credit(s):</b>	1
<b>Field of study:</b>	Finance
<b>Prerequisites:</b>	None
<b>Knowledge level:</b>	Intermediate
<b>Advance preparation:</b>	None

# Expense Reduction Drivers: Property Costs

## Program description:

This course will be an overview of:

- Examples of property costs in business
- Are you asking the right questions?
- Effectively evaluating property costs
- Preventive maintenance - yes or no?

## Learning objectives:

After completing this course, the learner should be able to:

- Identify examples of common property costs in various businesses
- Identify the right questions to ask when evaluating property costs
- Identify property costs
- Identify the effectiveness of preventive maintenance

<b>Instructional delivery methods/ course format:</b>	On-Demand
<b>Credit(s):</b>	1
<b>Field of study:</b>	Finance
<b>Prerequisites:</b>	Basic knowledge of property
<b>Knowledge level:</b>	Intermediate
<b>Advance preparation:</b>	None

# Expense Reduction Drivers: Inventory Costs

## Program description:

This course will be an overview of:

- The basics of inventory management
- Common inventory costs
- Steps to establish and maintain inventory excellence
- Specific ways to reduce inventory costs

## Learning objectives:

After completing this course, the learner should be able to:

- Identify the basics of inventory management
- Identify common inventory costs
- Name the steps to establish and maintain inventory excellence
- Determine specific ways to reduce inventory costs for a client

<b>Instructional delivery methods/ course format:</b>	On-Demand
<b>Credit(s):</b>	1
<b>Field of study:</b>	Finance
<b>Prerequisites:</b>	Basic knowledge of inventory
<b>Knowledge level:</b>	Intermediate
<b>Advance preparation:</b>	None

# Expense Reduction Drivers: Product Development Costs

## Program description:

This course will be an overview of:

- The basics of product development
- Inherent costs of product development
- Common myths and mistakes
- Techniques to reduce product development expenses

## Learning objectives:

After completing this course, the learner should be able to:

- Identify the basic components of product development
- Identify inherent costs of product development
- Name ways to overcome common myths and mistakes of product development
- Name effective techniques to reduce product development expenses

<b>Instructional delivery methods/ course format:</b>	On-Demand
<b>Credit(s):</b>	1
<b>Field of study:</b>	Finance
<b>Prerequisites:</b>	Basic knowledge of the product development
<b>Knowledge level:</b>	Intermediate
<b>Advance preparation:</b>	None

# Expense Reduction Drivers: Equity vs. Debt Financing Costs

## Program description:

This course will be an overview of:

- The dynamics of equity vs. debt financing
- Types of equity vs. debt financing
- Pros and cons of equity financing
- Pros and cons of debt financing
- Methods to determine which type of financing is best for your client

## Learning objectives:

After completing this course, the learner should be able to:

- Identify the dynamics of debt vs. equity financing
- Distinguish between types of debt vs. equity financing
- Name the pros and cons of debt vs. equity financing
- Name ways to guide a client to determine the type of financing that is best for their company

<b>Instructional delivery methods/ course format:</b>	On-Demand
<b>Credit(s):</b>	1
<b>Field of study:</b>	Finance
<b>Prerequisites:</b>	None
<b>Knowledge level:</b>	Intermediate
<b>Advance preparation:</b>	None