



■ CORPORATE DEVELOPMENT

Strategic Planning

The key to corporate development is to build a solid strategic plan that will produce the results needed to create the company you envision. We will work with you and your team to develop a plan that includes all aspects of corporate development that will result in accelerated growth and enhanced shareholder value. ALD Corporate Development will assist you and your team in full implementation and execution of the business strategy.

Defining Objectives & Expected Results

The key to moving your organization forward is to clearly define your objectives and identify the expected results. ALD Corporate Development will coach your leadership team in methods to identify, define, test and communicate clearly from the bottom of your organization up to the CEO.

Building a Sales & Marketing Plan

A sales and marketing plan will be developed that will produce the results required to achieve the objectives identified in the strategic plan.

Sales and marketing strategic sessions are results-driven! In these planning sessions, you will learn how to forecast, measure account retention, identify customer and market needs and improve your close ratio.

Inspiring a Customer-Focused Culture

This is one of our most popular development programs. We work with executives, managers and team members to build a culture that will “**make it happen**” for your customers. A customer-focused culture will dramatically reduce customer turnover, which will increase sales and profit.



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Effective Hiring Practices

The key to a **winning team** and a **winning culture** starts with recruiting the right team. This program takes you through a proven process of hiring the right player the first time. Putting the team together takes more than the human relations departments – it is a team effort!

Building High-Powered Team Dynamics

What is a team? It seems like a simple question, but it is not. We will put your management team through an in-depth process to show how a dynamic team is organized, communicates and gets results.

Vince Lombardi once said “Individual commitment to a group effort; that is what makes a team work, a company work, a society work, a civilization work.” This is the key to a results-focused culture.

Empowering Team Members

Exceed customer expectations through empowering your team to make educated decisions and “**make it happen.**” We build a strategy to educate your team in empowerment that will result in getting results and not getting caught up in the bureaucracy.

Empowerment is the key to customer satisfaction. The key to empowerment is education and accountability.

Driving Results Through Leadership Accountability

A comprehensive leadership approach that trains your team to identify the **results** needed and then build an action plan to achieve those results. Tired of setting goals and measuring actions? Results are achieved through top down accountability. We will train your leaders how to *lead to achieve* results through accountability.