



Strategic Resource Group

CORPORATE | 6633 EAST GREENWAY PKWY | SUITE 2060 | SCOTTSDALE, AZ 85254 | www.salescooke.com

ARIZONA 602.903.2074 MICHIGAN 734.274.2440 CELL 586.201.9057 FAX 734.531.0772

ENGAGE, LEARN, UNDERSTAND, GROW™

Presentation: Growth is Not About “Sales”

Today’s economic landscape continues to challenge the best of businesses – an unstable economy, challenging customers, increased competition and constrained spending. Success in this environment is dependent upon an innovative growth model emphasizing effective customer engagement, a well-defined value proposition and an organization focused on growth. **“Growth is Not About ‘Sales’”** provides insight into the necessary tools for successful businesses in this very charged, competitive environment.

Though sales and marketing efforts traditionally are engaged in the process of increasing revenues, this keynote focuses on the role existing customers play in defining future growth and in maintaining existing relationships. **“Growth is Not About ‘Sales’”** provides business owners, leaders and managers with a unique insight to their customers and their market. Key points covered:

- **The ACRE Principal™** -- the strategic model that influencing an innovative perspective.
- The contributions existing clients provide to any growth strategy.
- The impact relationship retention has on profits and revenues.
- The process for leveraging client knowledge as a valuable resource for their entire team.
- Turning what clients share into educational and strategic programs for growth.
- The path to a more productive, repeatable selling cycle

The ACRE Principle™ brings focus and reality to the components that enable a business to profitably and systematically grow -- eliminating churn and bringing an end to sales acquisition chaos. “Growth is Not About ‘Sales’” is a game changing, eye opening keynote and valuable for anyone looking to profitably improve revenues, eliminate client churn, and discover innovative approaches to stimulate growth.

About Dave Cooke

Dave Cooke is a nationally recognized speaker, author, and growth strategist who leverages his 25 years sales and marketing experience to lead strategic initiatives and provide educational programs to profitably increase revenues. Dave is committed to ***influencing incredible outcomes that leverages team-oriented behaviors to strategize collaboratively, communicate effectively, honors accountability, and develops inspirational leaders.*** It is his personal mission to help transform dreams and goals into productive reality for those committed to getting there.

To book a presentation with Dave Cooke, please contact dave@salescooke.com or call 602.903.2074. To learn more about Dave Cooke go to www.salescooke.com/about

