



CROPS PRACTICUM

powered by **The Growth Partnership**



DEFINING TERMS

- Practicum (prac·ti·cum, \ˈprak-ti-kəm\)

A course designed to give a student supervised practical knowledge of a subject previously only studied theoretically.

- CROPs Practicum (crops prac·ti·cum, \ˈkräps prak-ti-kəm\)

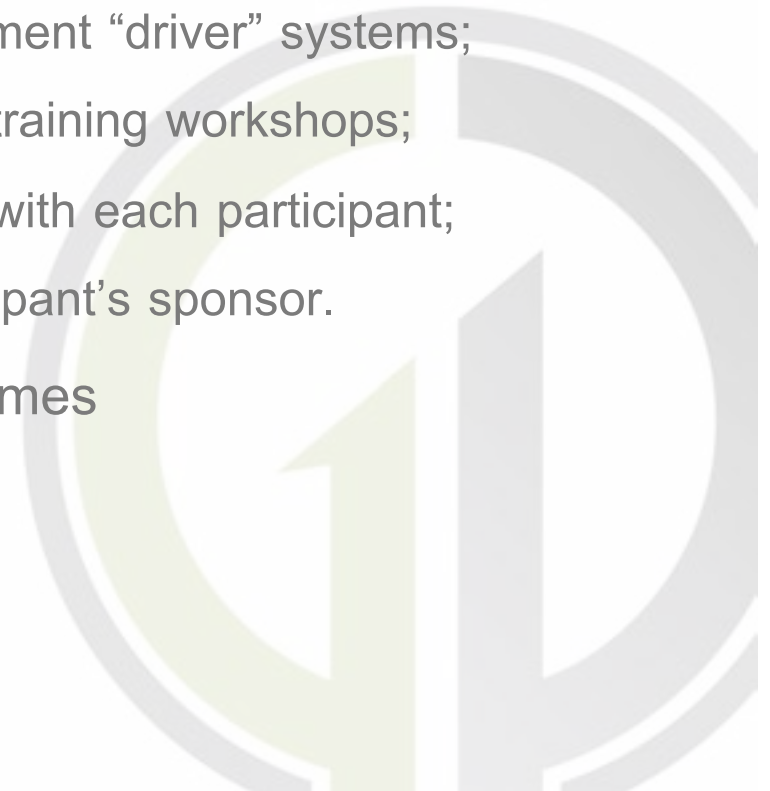
An intense workshop designed to give emerging leaders supervised practical knowledge on how to best manage their clients, referral opportunities, prospects and supporting practice development activities.





OVERVIEW

- Program is modeled for 14 - 28 participants per class;
- 24-month experience for young partners + senior managers;
- Blend of both “systems” and “competencies”;
 - Implementation of 14 business development “driver” systems;
 - Delivery of 6 dual-facilitated classroom training workshops;
 - Provide 8 individual coaching sessions with each participant;
 - 2 program “checkpoints” for each participant’s sponsor.
- Ongoing quantification of specific outcomes
 - Systemic
 - Financial





OVERVIEW

SYSTEMS (“AT-BATS”)

- Online CRoPs Dashboard
- DISC Sales Profile Assessment
- Advanced MS Outlook Functionality
- Optimized LinkedIn Profiles
- Top 14 Prospect Campaign
- PIF™ Planner
- Ranger Drills
- Client SpotLight™
- Client Loyalty Survey
- Writing & Presentation Style Guide
- The Event™
- Referral Tracker
- Sons & Daughters of Bosses Program
- S&DOB Micro-Site + Social Media

COMPETENCIES (“HITTING THE BALL”)

- The case for business development;
- Leveraging unique behavioral styles;
- The 5 Choices of Extraordinary Productivity™;
- Personal branding essentials;
- Fundamentals of Nurture Marketing;
- SPIN™ Selling;
- Successfully overcoming objections;
- Mastering the art of the cross-sale;
- The Loyalty Effect;
- Writing and presenting for impact and results;
- Effective networking skills;
- Measuring and managing referrals;
- Advanced salesmanship skills;
- Leveraging niche practices.



OVERVIEW

YEAR 1

- **Sponsor / Participant / Coach Call**
- Classroom Session 1 (2 Days)
 - Coaching Session 1
- Classroom Session 2 (2 Days)
 - Coaching Session 2
 - Coaching Session 3
- Classroom Session 3 (1 Day)
 - Coaching Session 4
- **Sponsor Checkpoint 1**
 - Coaching Session 5

YEAR 2

- Classroom Session 4 (2 Days)
 - Coaching Session 6
- Classroom Session 5 (2 Days)
 - Coaching Session 7
- **Sponsor Checkpoint 2**
 - Coaching Session 8
- Classroom Session 6 (1 Day)
- **Graduation (Dinner + ½ Day)**

● *Denotes sponsor-involved activity.*



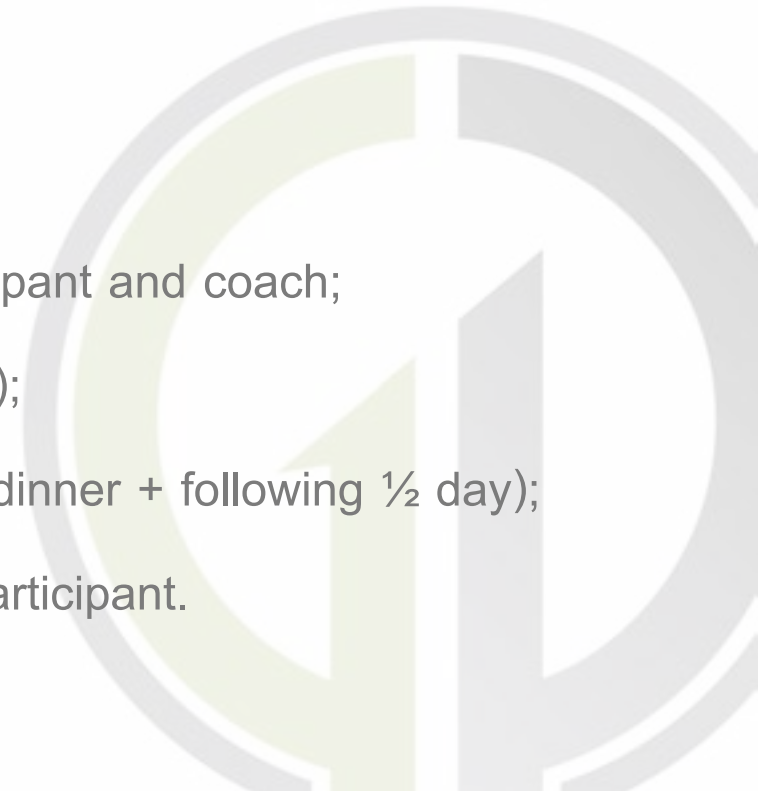
CROPS PRACTICUM

sponsors and coaching



SPONSOR ACTIVITIES

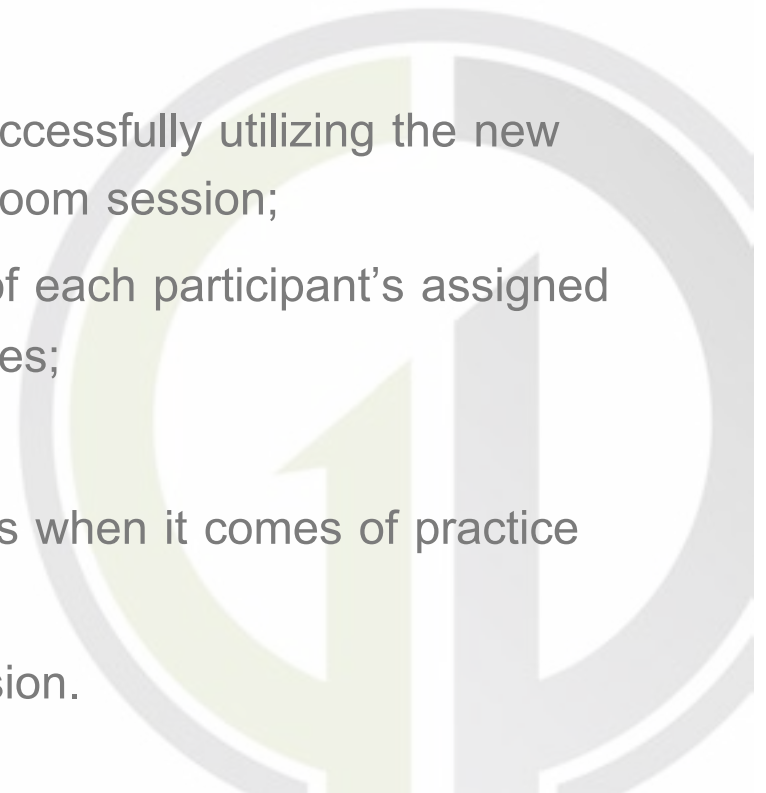
- Each CROPs Practicum participant must have a senior-level practitioner assigned as his / her sponsor for the program. They function as the participant's internal mentor and advocate for the duration of the program.
- Specific Sponsor Activities Include:
 - Participate in program pre-call with participant and coach;
 - Participate in sponsor checkpoint calls (2);
 - Attend participant's program graduation (dinner + following ½ day);
 - Help "clear the path" internally for their participant.





COACHING INTERACTIONS

- Each participant is expected to participate in 8 one-on-one coaching interactions with their assigned coach. These sessions are generally conducted by phone and last approximately 1 hour.
- Objectives include:
 - Discuss the participant’s progress with successfully utilizing the new systems introduced at the previous classroom session;
 - Perform a thorough review of the status of each participant’s assigned OLO (outside learning opportunity) activities;
 - Quantify specific program successes;
 - Discuss any personal challenges / barriers when it comes of practice development and the assigned activities;
 - Prepare for the upcoming classroom session.





CROPS PRACTICUM

classroom sessions



CLASSROOM ONE

SYSTEMS & COMPETENCIES

- Systems Deployed
 - Online CRoPs Dashboard
 - DISC Sales Profile Assessment
 - Advanced MS Outlook Functionality
- Competencies Developed
 - The case for business development;
 - Leveraging unique behavioral styles;
 - The 5 Choices of Extraordinary Productivity

OLO ASSIGNMENTS

- Populate the online CRoPs Dashboard system with all focus clients, referral opportunities and prospects;
- Begin to track all pending deals in CRoPs;
- Utilize advanced MS Outlook functionality to capture “AQ” time for practicum activities.





CLASSROOM TWO

SYSTEMS & COMPETENCIES

- Systems Deployed
 - Optimized LinkedIn Profiles
 - Top 14 Campaign (14 x “X” total prospects)
 - PIF™ Planner (Prepare-Interact-Follow Up)
 - Custom “Ranger” Drills
- Competencies Developed
 - Personal Branding Essentials;
 - Fundamentals of Nurture Marketing;
 - SPIN™ Selling;
 - Successfully overcoming objections.

OLO ASSIGNMENTS

- Continue all previous OLO activities;
- Update personal LinkedIn profile and connect with all CRoPs contacts;
- Participate in all prescribed “Top 14” lead generation campaign activities;
- Utilize the PIF™ Process for all appointments;
- Proficiently overcome anticipated objections.





CLASSROOM THREE

SYSTEMS & COMPETENCIES

- Systems Deployed
 - Client SpotLight™
 - Client Loyalty Survey

- Competencies Developed
 - Mastering the art of the cross-sale;
 - Leveraging the Loyalty Effect™

OLO ASSIGNMENTS

- Continue all previous OLO activities;
- Complete 2 Client SpotLight™ Meetings;
- Follow up on any surveys that are returned and categorized as either a “passive” or a “detractor.”
- Follow up on any “promoter” survey responses with the “tone” box checked.





CLASSROOM FOUR

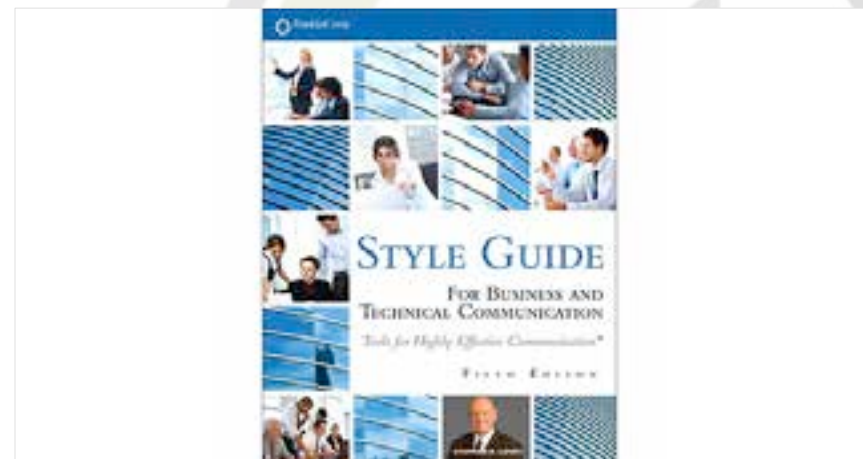
SYSTEMS & COMPETENCIES

- Systems Deployed
 - Writing & Presentation Style Guide

- Competencies Developed
 - Writing for Impact;
 - Presenting for Results.

OLO ASSIGNMENTS

- Continue all previous OLO activities;
- Prepare an effective “pitch book” for your individual niche or service line;
- Prepare and deliver an effective “lunch and learn” presentation on your niche or service area.





CLASSROOM FIVE

SYSTEMS & COMPETENCIES

- Systems Deployed
 - The Event™
 - Referral Tracker
 - The Sons & Daughters of Bosses Program (or other Niche area);
 - Niche Micro-Site + Social Media
- Competencies Developed
 - Effective Networking Skills;
 - Measuring and managing referrals;
 - Advanced salesmanship skills;
 - Leveraging niche practices.

OLO ASSIGNMENTS

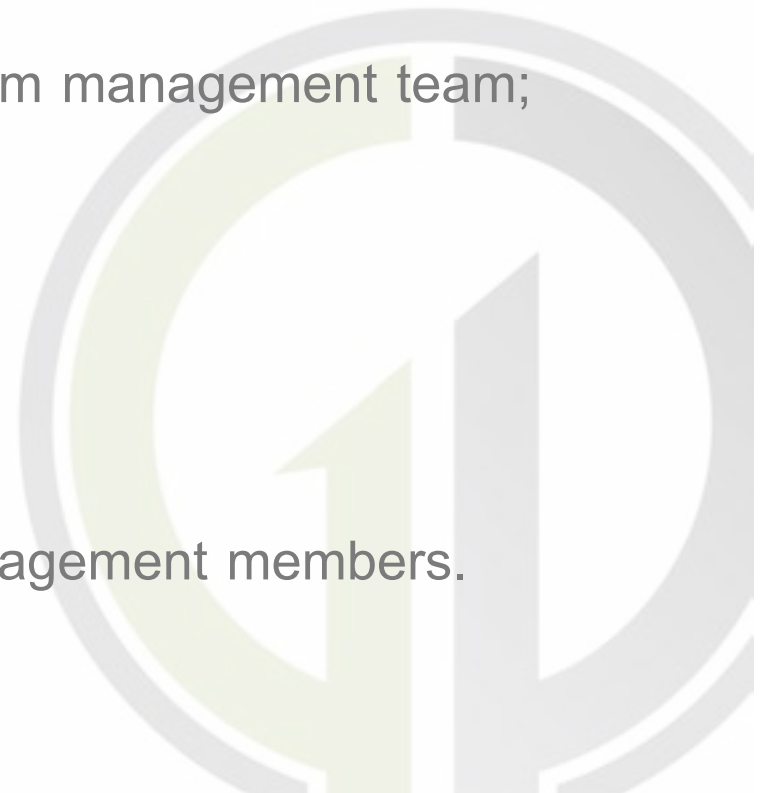
- Continue all previous OLO activities;
- Host and participate in an Event;
- Build your 10 Referral opportunity relationships;
- Track all inbound and outbound referrals;
- Launch niche “affinity marketing” program;
- Contribute thought-leadership to social sites.





CLASSROOM SIX / GRADUATION

- Final Success Lab: Calculate ROI for the CROPs Practicum;
 - By participant;
 - By class.
- Graduation dinner with sponsors and firm management team;
- Graduation exercise & celebration;
- CROPs Practicum debrief with firm management members.





CROPS PRACTICUM

investment and expected outcomes



PROGRAM INVESTMENT

STANDARD PRICING: \$160,000 FOR UP TO 20 PARTICIPANTS

■ Investment Includes:

- All systems (14);
- All training (84 hours of CPE);
- All coaching (8 session per participant);
- All materials & sponsor checkpoints, including:
 - Top 10 Campaign
 - NPS survey system
 - Referral Event
 - Niche micro-site + social media

■ Client Responsibilities

- Meeting room
- Meals
- Facilitator travel expenses
- Graduation dinner (or experience)
- Event catering
- S&DOB catering
- Participant personal expenses

■ Additional participants: \$2,245 each

Payment Schedule (up to 20 participants)

Upon Acceptance	25%	\$40,000
Session 1	12.5%	\$20,000
Session 2	12.5%	\$20,000
Session 3	12.5%	\$20,000
Session 4	12.5%	\$20,000
Session 5	12.5%	\$20,000
Session 6	12.5%	\$20,000



RETURN ON INVESTMENT

- **Program Goal:** \$2M new business directly tied to program activity;

- **Key Quantitative Program Metrics**
 - New business to new clients
 - New business to existing clients;
 - Client's Net Promoter Score;
 - Referrals received;
 - Referrals given;
 - Participant's Pipeline at graduation (from CRoPs App).

- **Key Qualitative Program Metrics**
 - Improved business development comfort / acumen;
 - Increased confidence;
 - Leave-behind systems (14)





CROPS PRACTICUM

facilitation team



jeff pawlow

CREIGHTON UNIVERSITY 1991

- USAF ROTC SCHOLARSHIP

MARKETING OFFICER

- NORWEST BANK
- WELLS FARGO

DIRECTOR OF MARKETING

- SMITH & GESTELAND
- RUBIN BROWN

FOUNDER OF TGP

- TOP 100 MOST INFLUENTIAL (x4)
- IPA MOST RECOMMENDED CONSULTANT (x3)
- BEST NEW PRODUCT (iShade)

FAMILY

- CINDY
- STAN, STEVEN, NATHAN, JOHANNA





patrick patterson

BRIGHAM YOUNG UNIV. 1988

- COMMUNICATIONS / HR

FACILITATOR EXTRAORDINAIRE'

- FORTUNE 100 PEDIGREE
- ARIZONA STATE UNIVERSITY
- CAESAR'S PALACE

DIRECTOR OF PROFESSIONAL DEV.

- ATD – TUCSON / LAS VEGAS

LEAD BD FACILITATOR & COACH

- THE GROWTH PARTNERSHIP

FAMILY

- KRISTINA
- JON, COLE, ADAM & JESSIE





Amanda Garner

TGP OUTSOURCED MARKETING
PRINCIPAL

FRANKLIN COVEY CERTIFIED
INSTRUCTOR

DIRECTOR OF MARKETING,
BOYER & RITTER

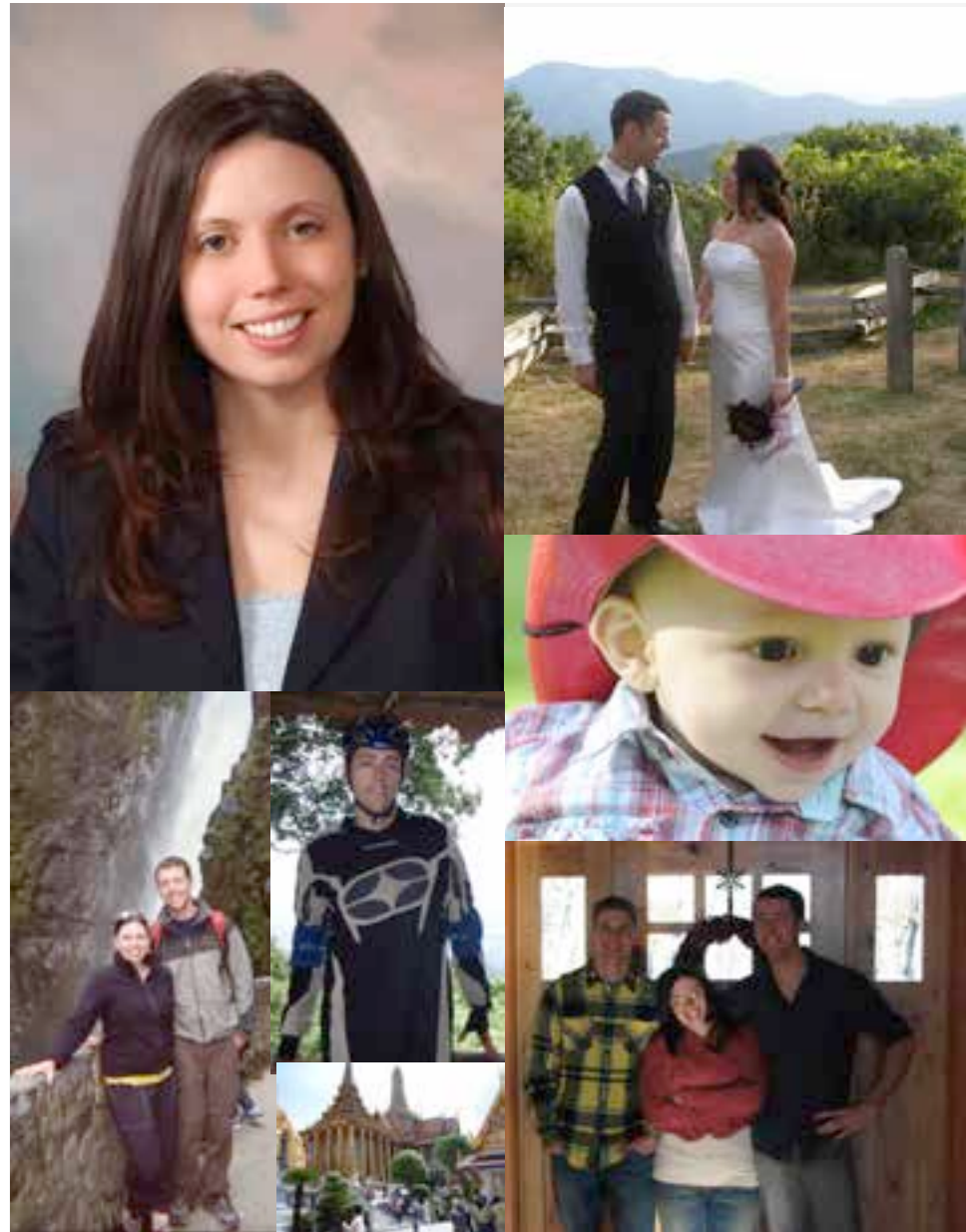
PRODUCER, NBC MEET THE
PRESS

ELIZABETHTOWN COLLEGE

- BA AMERICAN GOVERNMENT
- BA BROADCAST COMMUNICATION

FAMILY


- ROSS
- GAVIN (2 ON HALLOWEEN)





CROPS PRACTICUM

final considerations



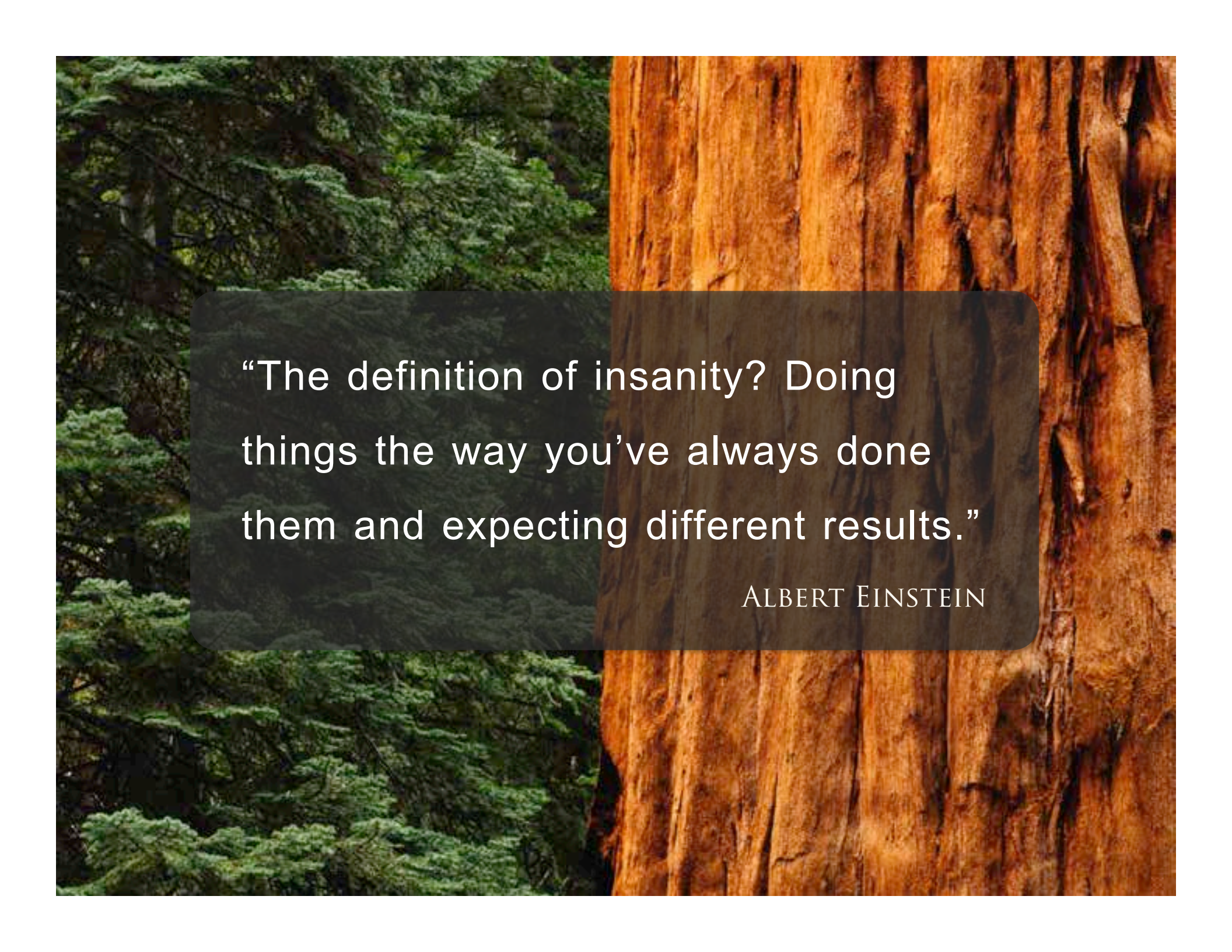
“All firms are perfectly aligned to get the results they are currently getting.”

THE GROWTH PARTNERSHIP



HOW ARE YOU ALIGNED?





“The definition of insanity? Doing things the way you’ve always done them and expecting different results.”

ALBERT EINSTEIN

systems for accountability

MARKETPLACE POSITIONING

My CROPs

LEAD GENERATION

our niche: the accounting profession

ROMI

golden handcuffs

Jeff Pawlow

the rosenberg survey

prospect

founded in 1999

diagnose

exclusivity

THE GROWTH PARTNERSHIP

design

partner institute

St. Louis, MO

develop

deliver

NASBA

Charles Hylan



not a "shingle"

nps

net promoter score

the business development academy

CUSTOMER LOYALTY

focus

PERFORMANCE TRAINING

on implementation

PLAN ON SUCCESS