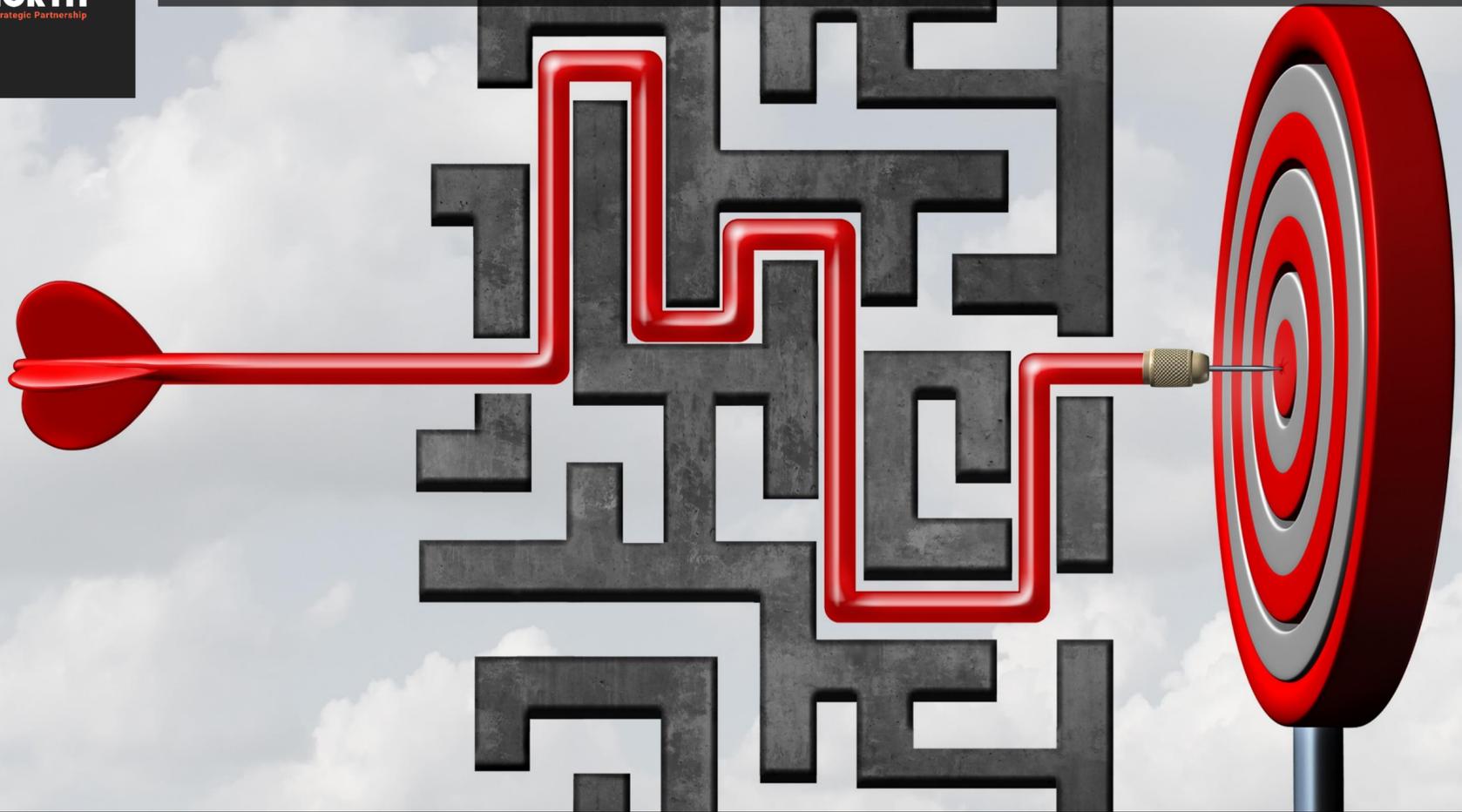


WIN BETTER, RETAIN BETTER BUSINESS

TRUE NORTH[®] Strategic Partnerships & Growth Academy



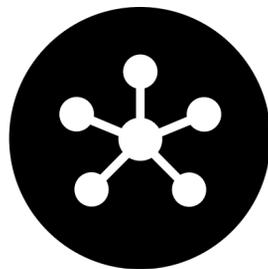
Winning better and retaining better business is driven by a changed mindset. The first step in changing behaviors is to change the mindset. The TRUE NORTH[®] Academy is a vehicle that actively engages participants and enables them to see themselves and your business differently. It is the first step in your journey toward winning better and retaining better business.

THE LEARNING MODULES:



I. TRUST

Strong partnerships, like any relationship, must have trust as the foundation. Your team learns how to develop trust, and how to avoid adversarial vendor-oriented relationships.



II. PORTFOLIO

The best place to begin learning is with your existing portfolio of clients. Honest reflection and evaluation will drive your team's learning about what makes a winning partnership.



III. STRATEGIC ACCOUNT PLANS

Participants focus on relationships, performance, and client perceptions. We look at risks - some obvious, and some not, and produce a living document that becomes the NORTH STAR for collaboration and partnership.



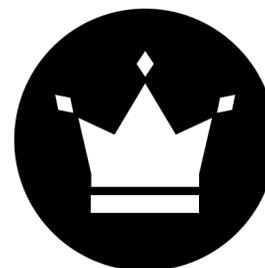
IV. COLLABORATIVE SOLUTIONING

Meaningful insights into the importance of managing the sales funnel more efficiently and effective ways to establish and create winning partnerships. Development of emotional intelligence to build trust and client rapport. Creating a *Star Story* that puts the prospects needs front and center.



V. ARCHITECTURE OF PARTNERSHIPS

Win-Win is a phrase we hear a lot, but what does it really mean? We make the connection between partnerships and relationships that last. The right contract, statement of work, governance model, and strategic partnership charter.



VI. GROWTH LEADERSHIP

Your team are leaders and influencers of your company purpose, mission, vision, and values. This mindset is developed through exploring emotional intelligence, traits, and behaviors. Thinking deeper helps them to navigate their personal journey from task-based activities to thoughtful and influential growth leadership.

CONTACT US TODAY TO LEARN HOW 4XI CAN HELP YOU WIN BETTER, RETAIN BETTER BUSINESS.

