

# Hypergrowth

*Business Strategy | Innovation | Sales | Marketing | Business Development*

In this highly interactive presentation, Carl Gould explains the Seasons of Business, and how that effects purchasing habits in your customers. He will show you a number of innovative ways to position your company as a market leader, poised for HyperGrowth. In this intimate workshop, Carl will take a deep dive into the key drivers of sustainable growth for your business. This content is exclusive to Gould and is normally reserved for his clients. This material is also featured in Gould's best-selling book 'Biz Dev Done Right'.

Attendees will leave with a clear action plan to differentiate their business from their competition. They will create their Obnoxious Offer, a proprietary innovation technique to set yourself a part in the consumer's mind. Members will understand where their business development activities are vulnerable, and how to manage their sales function effectively.

## What You Will Learn:

1. Where to focus your current resources for maximum impact right now.
2. How to increase your sales immediately by micro-segmenting your sales process.
3. How to eliminate your competition using the Obnoxious Offer.
4. Gould will show you a sales matrix and demonstrate how 10% incremental improvement in key Business Development activities can double your sales.
5. Converting complaints into premium sales opportunities.
6. Techniques for successful Sales Management.

**Delivery:** In-person and/or virtual

**Length:** Minimum 60-90 minutes

**Handouts/PPTs:** will be provided



**Watch Carl In Action!!**



## Carl Gould

- A worldwide leading authority on business and entrepreneurship
- Award-winning Coach/Mentor
- Multi-award winner including a Stevie Lifetime Achievement Award
- Chief Growth Advisor at 7 Stage Advisors that has mentored the launch of over five thousand businesses.
- Author of multiple books on the subject of business strategy, leadership and sustainable growth
- A business keynote speaker - Delivered more than 1,243+ Keynote Speeches.
- 500+ Podcast Guest Appearances
- 100+ News and Media Appearance



**FOR  
BOOKING  
INQUIRIES:**

✉ [CARL@CARLGOULD.COM](mailto:CARL@CARLGOULD.COM)  
☎ +1 973 464 0332  
🌐 [WWW.CARLGOULD.COM](http://WWW.CARLGOULD.COM)

