

business school



MANAGEMENT + MARKETING BUSINESS SCHOOL CURRICULUM

SEN's Executive Business School is the foundation of all owner education

DAY 1	SUBJECT/CLASS	TITLE
9:00		Welcome, Course Binders, Introductions, & Housekeeping
9:15	Financial Mgmt 101	The 4 Most Critical Decisions To Maximize Owner's Return <i>Using Financial Statements to Make Business Decisions</i> <i>Choosing the Best Business Model to Achieve Your Goals</i> <i>Developing a Marketing System Around Your Clients' Needs</i>
9:45	Financial Mgmt 102	What Financial Statements Say About Your Business <i>Difference between Balance Sheets & Income Statements</i> <i>Importance of Retained Earnings</i> <i>Proper Display Accounting</i> <i>Critical Significance of Accrual Accounting</i>
10:45	-----	15-Minute Break
11:00	Financial Mgmt 103	3-Year Budgeting Process: Your Blueprint For Success <i>3 Important Spread Sheets</i> <i>Use of Production Burden Accounts</i> <i>Selling, Administrative, & Other Expense Accounts</i>
12:00	-----	30-Minute Lunch Break
12:30	Financial Mgmt 104	Creating The Correct Price Formula <i>"Reverse Engineering" to Required Gross Profit Dollars</i> <i>Determining The Correct Price Formula</i>
1:00	Financial Mgmt 105	Benchmarks For Big Business Decisions <i>When to Expand A Showroom</i> <i>When To Buy A Building For Your Business</i> <i>When To Downsize Operations</i>
1:30	Personnel Mgmt 101	Getting the Right People in the Right Seats <i>Why Soft Technologies Delivers Better Client Service</i> <i>Are You Truly Ready for a Sales Designer?</i> <i>Personnel Recruitment System for all Positions</i> <i>Organization Charts for Different Stages of Development</i> <i>Trainee Letter of Intent and Covenant</i> <i>The Value of a Company Operations Manual</i>
2:30	-----	15-Minute Break

2:45	Personnel Mgmt 102	Developing A Commission System That Works! <i>Straight Commission as a % of Gross Profit</i> <i>Sales Designer Agreement</i>
3:15	Sales Mgmt 101	The Critical Importance of Sales Forecasting & Management <i>Developing A Company Sales Plan</i> <i>Managing Change By The Percentages</i> <i>Creating Individual Sales Plans per Designer</i> <i>Measuring a Salesperson's Effectiveness</i> <i>Monthly Evaluations Are A Must</i>
4:00	-----	Wrap-up, Action Plan , & Evaluations
4:30	-----	Adjournment

DAY 2	SUBJECT/CLASS	TITLE
9:00	Financial Mgmt 201	What is Profit?
9:30	Financial Mgmt 202	Gaining The Right Return On Investment In This Business <i>The 4 Critical Financial Ratios</i> <i>Understanding the ROI Formula (Conceptual Diagram)</i> <i>"What If" Scenarios to Improving ROI</i>
10:45	-----	15-Minute Break
11:00	Financial Mgmt 203	Critical Management Tools To Steer The Ship <i>Burden Rate Calculation for "Showroom" Business Models</i> <i>Market Segmentation & Price Bulletin</i> <i>Break-Even Analysis Sets the Monthly Bulls-Eye</i> <i>Cash Flow Forecast - Your Lifeline to Solid Ground</i>
12:00	-----	30-Minute Lunch Break
12:30	Financial Mgmt 204	Packaging A Presentation To Win Bank Financing <i>Proper Capitalization insures Your Company's Viability</i> <i>Use of Loan Proceeds & Collateral (Case Study: Total Home)</i> <i>Historical Monthly %s for Sales Order Forecasting</i> <i>12-Month Cash Flow Forecast Proves You Can Afford a Loan</i>
1:15	Financial Mgmt 205	Practical ROI Applications in Your Company
2:15	-----	15-Minute Break
2:30	Business Mgmt 201	Taking Your Company from Good to Great <i>6 Factors by Which to Measure You & Your Business</i> <i>The Hedgehog Concept</i> <i>What's your Key Economic Driver</i> <i>Why Discipline is a Common Theme</i> <i>Establishing Your Company's Core Values</i>
3:15	Business Mgmt 202	Creating A Strategic Plan: The Essence of Leadership <i>Why Perspective Before Planning is Important</i> <i>Where Are You Headed?</i> <i>Crafting a Mission and Vision Statement</i> <i>W.I.N. Wheel</i>
4:15	Business Mgmt 203	Bottoms Up Team Development <i>Where will New Sales Personnel come from?</i> <i>Big Idea: Adult Evening Education Class</i> <i>Single Most Important Quality To Look For in New Hires</i> <i>Your Business as an Incubator for Growth</i> <i>End-Game Choices</i>
5:00	-----	Wrap-up, Action Plan, & Evaluations
5:15	-----	Adjournment & Dinner

DAY 3	SUBJECT/CLASS	TITLE
8:30	Personnel Mgmt 301	Talk to Your Team the Way They Listen <i>Why Study Behavior?</i> <i>What Is Behavior ?</i> <i>The DISC Model</i>
9:15	Personnel Mgmt 302	Using Motivators & Driving Forces To Increase Productivity <i>What is a Motivator?</i> <i>Communicate Using Motivators & Driving Forces</i> <i>Debriefing Employees on their Results</i>
10:30	-----	15-Minute Break
10:45	Marketing 301	Standing Apart From The Competition <i>The Halo Effect</i> <i>Strategic Differentiation</i> <i>Understanding Your Competition</i> <i>Scripts For Selling Against Low Price Competition</i>
12:00	-----	Lunch
12:30	Marketing 302	Marketing Fundamentals <i>The 4 P's</i> <i>The Difference Between Branding And Direct Marketing</i> <i>Developing a Marketing Plan</i> <i>Utilize Your Resources</i>
1:00	Marketing 307	The Importance of Creating a Marketing Plan <i>Identifying Your Business Model</i> <i>How to Create a Marketing Plan</i> <i>What Vehicles Do I Use?</i> <i>Reporting on Marketing Success</i>
1:45	Marketing 303	CRM: Your Key To Smart Marketing Decisions <i>Investing In A CMS</i> <i>How To Track Lead Sources</i> <i>Making Financial Investments Based On These Sources</i> <i>Calculating Your Marketing ROI</i>
2:15	-----	15-Minute Break
2:30	Marketing 304	Traditional Marketing <i>Offline Marketing</i> <i>The Loyalty Effect</i> <i>Client Love & Staying in Touch</i>
3:00	Marketing 305	The Basics of Digital Marketing <i>Why Search?</i> <i>Paid vs. Organic Search</i> <i>Blogging 101</i> <i>Social Media Today</i>
3:45	Marketing 306	Using Analytics to Make Data-Driven Marketing Decisions <i>Making Your Site A Lead Generation Machine</i> <i>Testing Landing Pages And Its Power In Conversions</i>
4:15	-----	Wrap-up, Action Plan, & Evaluations
4:30	-----	Adjournment

DAY 4	SUBJECT/CLASS	TITLE
8:30	Sales Mgmt 401	Assembling the Right Product Mix <i>Target the Right Products to Offer</i> <i>Bathroom Remodeling & Other Profitable Markets</i> <i>Competing Against the Internet</i>
9:30	Sales Mgmt 402	Being Perceived As A Better Value <i>The Importance of First Impressions</i> <i>Displays that Create Environments</i> <i>Leveraging the Cabinet Comparison Wall</i> <i>Marketing the Value of Your People & Services</i>
10:15	-----	15-Minute Break
10:30	Sales Mgmt 403	Doubling Your Revenue Using A Disciplined Sales Process <i>The Need for a System</i> <i>14 Key Sales Principles That Buttress This System</i> <i>6 Key Steps to a Fast Client Commitment & Retainer Check</i> <i>Psychological & Empirical Proof Why This Selling System Works</i>
12:30	-----	30-Minute Lunch Break
1:00	Sales Mgmt 404	Tripling (Or Better) Your Revenue Leveraging GBB and Tech <i>Establishing GBB System and Culture</i> <i>Provisioning the GBB Templates</i> <i>Interactive Budgeting</i> <i>Other Key Benefits of this Complete Operating System</i>
3:00	-----	15-Minute Break
3:15	-----	Comprehension Test
3:45	-----	Wrap-up, Action Plan, & Evaluations
4:00	-----	Adjournment