



THE MCGINN PARTNERSHIP

WHY PERFORMANCE PROTOCOL™ PROGRAM?

YOUR SALES & BUSINESS DEVELOPMENT 'ENGINE' IS THE MOST CRITICAL ENGINE IN YOUR BUSINESS.

You **can** transform capability and sustained performance with this holistic program.

The McGinn Partnership Performance Protocol™ 2-day On-boarding Workshop is timed to set up your 2019 for success!

Crafted by deeply experienced facilitators who have built major businesses, high-performance sales teams and successfully coached and resourced capability growth across many industries.

- Learn the balance of psychology, art and science for professional sales & Business Development and take away the 'protocol' to implement it all with your team in your business.
- Learn the valuable art of 'Skills Practising' for your organisation and how to do it consistently
- No logistics cost or coordination for these workshops – we come to your people across six cities
- Perfect for Professional Service Firms to enable real growth in Business Development capability
- Comprehensive Performance Protocol™ workbook manual
- Includes the blueprint and tools to maintain consistent Performance Reinforcement™
- Imagine your Sales/Business Development teams using one universal Performance Protocol™ that works!

- Proven to increase Salespeople and BDM productivity by over 50%
- Integrates with any current CRM and Pipeline management tool you are using
- No more than 30 participants in each state workshop – one on one facilitation focus
- No competing organisations in the same workshop
- AU\$1,825 +GST/ NZ\$1,975 per person – all inclusive
- **20% discount for TEC member Companies**

What do people say about it?

"I have experienced 'sales training' before, but it was nothing like this. Three distinct and imperative skillsets facilitated and taught by three experts in their field – and the Skills Practising is powerful"

"A fantastic program that is truly holistic"

"Sales and Business Development has, until now, been treated as a role. The Performance Protocol™ elevates the process and the craft to a 'profession' – this is a must for the business leader, sales management and the sales team"

Who should attend?

This workshop is designed for the CEO/MD to enlist themselves and their Sales/BD lead, Marketing lead, along with all 'front line' Sales and Business Development personnel. The Performance Protocol™ is a 'Top Down' transformation program, and it needs to be adopted and lead by the leader within the business.

BE THE CHANGE

WHY PERFORMANCE PROTOCOL™ PROGRAM?

Your Facilitators



Tony McGinn OAM

Principal - The McGinn Partnership, Founder - MCM Entertainment Group Ltd., Melbourne Chair - The Executive Connection (TEC), ANZ TEC Resource

Speaker, Founder - The Australian SME Growth Forum, Deputy Chair- Children’s Cancer Foundation.

Tony learnt his key sales lessons early in life and applied them successfully to building an international media and entertainment organisation which he ran for 33 years and then sold in 2016. After a well-earned sabbatical, Tony emerged with deep research on why sales training does not work and what the holistic solution is for Sales & BD in business, and this is why he created The McGinn Partnership.



Wayne Dyson

Wayne Founded Bridgeworks Consulting in 2000. Wayne is an experienced leadership coach and challenger. His clients have included;

Commonwealth Bank, CGU, RACV, Australian Unity, PFD Food Services, Deakin University, Smorgons Steel, TEC, ANZ Bank, Simonds Homes, PKF Accounting.

Wayne has been a Management Consultant at Integro – Alan Veal & Associates. He was also a highly successful Manager at Job Club transforming the state of the long-term unemployed to find satisfying employment. Before this Wayne worked in the U.S.A. for 12 months as a Program Instructor with Wilderness Inquiry involving taking people with disabilities into challenging adventure environments and as an Instructor and Program Manager with Outward Bound working with school groups and adult corporate programs on extreme adventure challenges Australia wide.



Carmen Sederino

Carmen founded Illuminated Story in early 2018 and coaches presenters that the essential qualities that distinguish you as an authentic voice

of business and industry are deep within. Illuminated Story unlocks the performer in you, enabling you to connect with your audience with pride, confidence and conviction.

Carmen is a Board member of Digital Women’s Network. She has eighteen years experience in Brand and Marketing Management with Reece Group, including deep involvement with their internationally resourced sales development program.

Carmen has a powerful combination of a Bachelor’s Degree, Marketing/Marketing Management (CIM), and a Bachelor’s Degree of Performing Arts with Honors (Monash University). Carmen has been an Actor and Voice Over Artist for a large variety of film, stage, festival and production organisations, as well as a TV Presenter and interviewer over many years.

The Venues

- Melbourne** January 10 & 11
AIM Level 20, 380-390 La Trobe Street
- Adelaide** January 15 & 16
AIM Level 2, 83 Currie Street
- Sydney** January 21 & 22
AIM Ground Floor, 7 Macquarie Place
- Brisbane** January 23 & 24
AIM Level 9, 295 Ann Street
- Perth** February 4 & 5
AIM 76 Birkdale Street, Floreat
- Auckland** February 13 & 14: Venue TBC

The Program

	DAY ONE	DAY TWO
8:00 AM	Module One: Program Intro	Module Five: The Art of Staying in the Role
9:30 AM	Module Two: Applied Emotional Intelligence (DISC®)	Module Five: The Art of Staying in the Role
11:00 AM	Morning Tea	Morning tea
11:15 AM	Module Two: Applied Emotional Intelligence (DISC®)	Module Six: The Performance Protocol™
1:00 PM	Lunch	Lunch
1:30 PM	Module Three: Ambition & Cadence Runways™	Module Six: The Performance Protocol™
3:30 PM	Afternoon Tea	Afternoon Tea
3:45 PM	Module Four: Differentiate, Select, Active Listening, Abundancy	Module Six: The Performance Protocol™
6:00 PM	End	End