



The Community Rehabilitation Program  
Performance  
Journey

# Unlocked Potential Performance Results

- Minimize CRP's dependence on grants and other traditional sources of funding.
- Double production income within three years (Dependant on present level of production income).

# The Unlocking Process

- Performance Management
- Marketing
- Sales
- Execution!

# Performance Management

# The Present and Future in Sharp Focus

- Vision Statement
- Mission Statement

# Success Defined

- Strategic Priorities Identified
- SMART Objectives Developed
- Objectives Cascaded

# Employees Engaged

- Leadership feedback skills improved
- Performance coaching process
- Performance forms developed and management trained in their use

# Marketing



# What Do You Do Well?

## Skill Assessment:

- What is the current size of your industry?
- What are the trends in the industry?
- What are the profit characteristics of your industry?
- What are your policies on negotiating a price for large orders or special price deals for penetrating the market?
- How the price structure is sensitive to the customer's buying points?
- What are you good at doing? What should you stay away from?

# What Do The Customers Think?

## Customer Perception Survey:

- Talk with customers and lost accounts.
- What is the profile of the intended customer?
- Learn the reactions to the product/service from the prospective of the customers?
- What are the target market, size, and cost of market penetration?

# What Is Your Target Market?

## Competitive Positioning:

- Define what markets are available for your organization.
- What will it take to get into these markets.
- What is the basis of competition for your industry?
- What is the profile of the competition?
- What is your advantage?

# Putting It All Together!

## Marketing Playbook

- How To and What For Guide for increasing production income in Community Rehabilitation Programs
- Identifies steps, visual examples, benchmark Costs and coaching points

Sales

# Sales

- One on One
- Sales call coaching
- A sales process that can be replicated
- Need Satisfaction Selling Training and Sales Materials

Execution!

# Marketing Execution!

Generate leads from potential customers, prepare case histories, testimonials, press releases and fulfill marketing calendar

Resulting In:



- Increased frequency of customer touch
- Increased exposure in front of the most important customers
- Generation of customer leads leading to more sales success

# Sales Execution!

Work with the each person in the organization responsible for increasing production income through customer interaction

Resulting In:

- Higher % of closed sales
- Increased sales skills
- Higher production income

# What You Can Expect!

- Minimal dependence on grants and other traditional sources of funding.
- Increased production income leading to self funding