

# Score Business Workshop Course Details

Please see the [Workshop Calendar](#) for Dates & Times

Course Title	Typical Length
<b>10 Secrets of Distinctive Products/Services</b>	<b>3 ½ hours</b>

Short Description	Typically Recommended For		
	Planning & Evaluation	Inception & Start Up	Operating Businesses
Learn the secrets of effectively communicating compelling reasons to buy from you.		yes	yes

Detailed Course Description
<p>This is a fast-paced, interactive workshop. You will leave with several tools that will help your new business right now and on an on-going basis.</p> <p>Learn: Why should anyone buy from your new business? What will make you special? How do you determine that? How will you describe your product or service in a way that compels people to want it?</p> <p>Learn about the secret of the product (service) experience. Determine the best product/service description - from the customer's perspective.</p> <p>This workshop will provide you tools to help you answer questions such as:</p> <ol style="list-style-type: none"> <li>1. What is the dominant paradigm for your target market and how you leverage the positives and overcome the negatives?</li> <li>2. Just what do customers really need?</li> <li>3. How do I position my product/service in the market?</li> <li>4. What drives buyer behavior?</li> <li>5. How does an understanding of customer needs and solutions help drive compelling benefits?</li> </ol>



Instructor Information
<p><b>Griff Lindell, C.B.C. (Certified Business Communicator)</b></p> <p>For more than 25 years, Griff has managed various sales, marketing and strategy functions to established, reorganizing and emerging companies that have included a mix of the Fortune 500 companies and start-ups in industries such as publishing, high-speed motion analysis, civil engineering, manufacturing, service providers and consulting firms. As a consummate learner and teacher, Griff has taught sales and marketing courses and authored articles on sales, marketing, management and leadership</p>

Recommended Background or Prerequisites
None required.