



Centroid New Business/New Product Development Program

Executive Summary

This course is designed for sales and marketing professionals seeking to identify and develop new products and new revenue streams. ***Centroid New Business/New Product Development*** recognizes businesses need to continuously launch new products to anticipate the needs and aspirations of their customers. In a half day format this program is customized to the requirements of its participant's top needs and back fills with the course process and platform to pinpoint the critical thinking and planning needed to launch new products. It focuses on the notion that customers are fickle and constantly need to be stimulated with new and meaningful products to fill their current and future demands.

Program is scalable for Intermediate or Advanced participants.

Course Objective

Centroid New Business/New Product Development focuses on providing participants with a road map and key proven lessons for the development of exciting new products. It also encourages participants to work smart and not fear positive risk! It's about identifying and satisfying the future requirements of important customers. It's about growing more than our fair share of potential new product revenue. All skill sets are designed to be implemented immediately with quick ROI.

Program Structure

- 1) Half Day for up to 12 participants
- 2) Customized from deck of approximately 65 slides
- 3) Approximately 40 slides deep for half day
- 4) Several Participation Workshop and Role Play Exercises
- 5) Deep interactive workbook
- 6) One to one follow up by Facilitator within 10 days of delivery date
- 7) Personalized framed Centroid Certificate upon course completion

For More Information Contact

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