

# INNOVATION®

## Program Overview



What is the difference between Innovation and Creativity?  
Why do we need to do it?  
How do we begin?

Many people think that innovation comes from sudden stunning insights, but if history is any guide, most innovations are built on the foundations of previous experience. It is also a common misconception that ideas come from a lone genius whereas in fact most innovations are the result of collective knowledge. Using collective knowledge is the most effective way of generating alternative solutions.

Mike explores the gift that is Innovation. In this economic climate it is a tool that we all can (must) use to differentiate and announce ourselves and our business. He reveals the skills and actions essential to leveraging continued sales and business success and explores how to sales innovate in your business.

### **INNOVATION**

*How do we create ideas and innovation to boost sales, production, profit and growth during challenging times?*

*This energetic presentation by the Sales Scientist, Mike Boyle, explores how innovation can work for you by looking at how it has worked in the past. We can apply innovation to the sales encounter by cementing the benefits in the minds of our customers.*

*Allow Mike to help you identify your innovation needs, sort ideas and develop plans.*

If you are a retailer, manufacturer or professional service organisation, innovation will be the key to your economic future. It is well known that some of the greatest companies we know today were created by innovative thinking during recession, depression or very challenging times. A creative culture that explores innovative approaches to business success is the key.

### **As a result of the the Innovation® 90 minute presentation, participants will:**

- Understand the differences between creativity and innovation;
- Discover the innovation process in selling;
- Discover the types of innovation;
- Learn how to create innovative ideas;
- Learn how to implement innovation in your business;
- Gain insight from relevant examples to inspire your innovation journey.

Further enquiries on the number below.

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