



Shared Prosperity Dignified Life



القمة العربية
لريادة الأعمال
فرص عابرة للحدود

ARAB SMEs SUMMIT
Opportunities Beyond Borders



Amman, 30 October - 1 November 2022

عمان، 30 تشرين الأول/أكتوبر - 1 تشرين الثاني/نوفمبر 2022



DAY 1 | 30 October 2022 | 14.00-17.00

Time	Session	Expert
14.00-15.00	Getting a 360° perspective on your business With a 360° perspective, businesses can avoid blind spots and make smarter decisions. This module introduces the GrowthWheel Framework and participants take home a 360° tool, Decision Sheets with key decisions, and a 30-60-90 Day Plan.	David Madié , Founder & CEO, GrowthWheel Inc. https://www.growthwheel.com/
15.00-16.00	Designing products that customers want There is a difference between a great idea and a sellable product. In this module, participants will get the chance to review their product mix, decide how to design better products, make a roadmap for future products, and find ways to test them first.	
16.00-17.00	Planning the sales activities and strengthening the sales cycle The sales process starts before meeting the lead and does not end just because a contract has been signed. In this module, participants will take a look at all the phases of a sale and figure out how to improve each of them. They will go through their customer pipeline and decide which activities they can start to make the sale. They will prepare answers to sceptical questions about the product and consider which services to offer the customer before, during, and after the sale.	