



Putting on the CEO Hat

**Becoming a Great Company
Because Good Isn't Enough**

We will cover:

- **Why goals core values, purpose and BHAG's are more crucial now than ever**
- **Becoming Great (applications from Jim Collin's book *Good to Great*)**
- **Level 5 Leadership**
- **Dealing with the brutal facts**
- **Bringing the right people on the bus**
- **Disciplines throughout the organization –starting with you!**
- **Creating your Hedge Hog Concept**
- **90 Minute Course**



Your Instructor: Rich Rudnick, *Head Sales Coach & Trainer*

Rich, the mastermind behind The Smart Sales Solution™ process, has a stellar track record of motivating others to achieving their highest potential. Over 40 years, his experience ranges from his own highly successful sales career, to building sales teams and systems from the ground up for a variety of organizations. For Rich, the real bottom line is about people; he loves to impact lives and make a difference, one person at a time.

***For More
Information***

**Call Smart Sales Solutions™
877-735-7678**

www.smartsalesolutions.com