



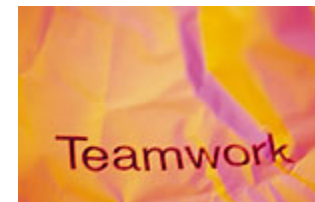
The Three Main “Business Growth” Steps we’ll cover during the 2 day seminar

Step 1: Basic Business Analysis of your current business

- We’ll help you analyze your business’s related strengths, weaknesses and critical marketing efforts to uncover hidden or untapped sources of business and income.
 - Identify or define your ideal target market by psychographics, demographics, accessibility, sophistication, and needs, wants and expectations.
 - We’ll use a multi-page Business Analysis Questionnaire as part of your pre-seminar preparation so that you come to the seminar prepared.
 - Where is your business now?
 - What is the ultimate potential of your business?
 - Where would you like your business to be? Your own personal and business goals.
 - What is the quickest, easiest, most effective, and most profitable way to get it there?

Step 2: The Business Growth Action Plan

- We’ll show you how to identify or create personal and company vision, goals and exit strategy.
- We’ll show you how to identify exploitable strengths, weaknesses and vulnerabilities of your competition.
- We’ll show you how to identify or create your Unique Differentiating Factor.
- Develop specific growth strategies for...
 - Getting more new leads.
 - Improving leads to sales conversion ratio.
 - Increasing the average value of each sale.
 - Improving and enhancing profit margins.
 - Increasing the average number of sales per year per customer.
 - Getting customers to refer more qualified leads.
 - Converting more referred leads to buying customers.
- We’ll show you how to create additional marketing and business systems that create immediate, long-lasting and steady streams of income and business stability.
- We’ll show you how to develop and install effective systems for ethically exploiting, monitoring and optimizing relationships with...



- Current customers.
- Past customers.
- Future customers.
- Staff / Employees.
- Vendors / Suppliers
- Competitors.
- Centre of Influence.
- Referral Sources.
- Media Sources.
- We'll show you how to implement simple training and staff development of key employees and personnel.

Step 3: How to set up your own Review Process

- Review strategies and systems.
- Appraise growth and progress.
- Where are we?
- Where should we be?
- What else needs to be done?
- Make changes / corrections / additions / deletions.

