

LOCAL DIRECTOR LAUNCH PACK

Strategy Session for Making a Start

MORE INCOME | MORE FREEDOM | MORE SCALE

Advanced Consulting Systems

Trusted Advisor Network

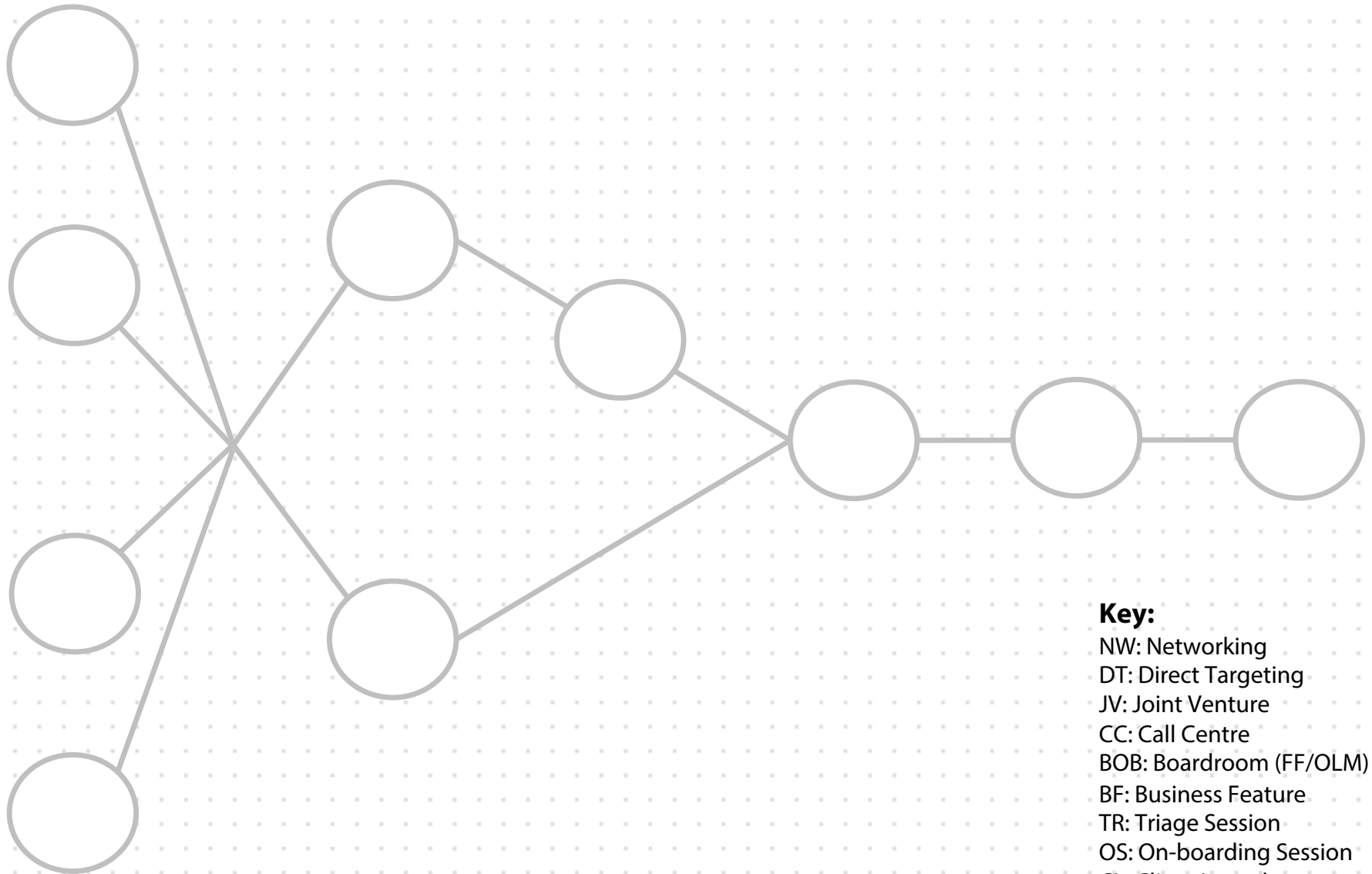
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Strategy Session

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PREMIUM PIPELINE

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1 Page Pipeline:



Key:

- NW: Networking
- DT: Direct Targeting
- JV: Joint Venture
- CC: Call Centre
- BOB: Boardroom (FF/OLM)
- BF: Business Feature
- TR: Triage Session
- OS: On-boarding Session
- CL: Client Launch
- CR: Client Retention

Networking Meetings

What networking groups are you a member of or could you join. Make sure when you get back to your office you research local networking groups and find out when their next meeting is. Remember, this is not confined to networking groups only, this also includes presentations where business owners will be in attendance e.g. a Chamber event on employment law will have a room full of business owners who all employ 😊

Local Networking Options

- BNI – Business Network International – local breakfast groups with 25 – 35 members. Smaller companies or one-man businesses, only allow 1 representative of each business type to join. There are many other similar formats around as well...

- Other networking groups in you areas.
 - Business Over Breakfast (BOB)
 - Chamber of Commerce
 - www.MeetUp.com
 - www.eventbrite.com

Google business networking in your area.

- Business Breakfasts
- Sporting Clubs
- Rotary Clubs etc

What Networking Groups will you join or research:



Joint Ventures

A joint venture partner is someone who deals B2B and has clients who'd get value from your presentations. One recent JV gave one of our members over 80 business cards! When a Joint Venture partner can EXPERIENCE your presentation, they'll get why their clients should too! Therefore you'll be able to discuss with your JV partners how to get your message seen by MANY more prospective clients.

Shortlist:

The best people are those you already know who do B2B rather than B2C such as:

- Bankers (regional managers)
- Credit Unions
- Financial Planners
- Industry Associations
- Printers
- Fire & General Insurance Brokers
- Life Insurance Brokers
- Business Brokers
- Security Company
- Recruitment Company
- Signage
- Book Keeper/Accountant
- Business Banker
- IT guys
- Graphic Designer
- Who Else...

Who do you know:

Exercises:

Exercise 1 - Go and research/find/visit networking, direct targeting and Joint Venture opportunities prior to your marketing collateral arriving...

Exercise 2 – Go into the Vault and map all parts of the 1-Page Pipeline to the resources available for each part of the pipeline...

Take Outs:

Key Point:

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LEADER PROFILE

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To Summarise | [N.B. This is the part of The Leader Profile when you pivot to a Sales Discussion about a Long Term program]

This session is designed to help you make a start on your getting the Ideal Business Cycle working for You!

Top 3 Take Outs:

From today's session on your Leader Profile were...

1

2

3

Defining Your Ideal Business:

What SCALE of business (size) would you like to have happen?

What FREEDOM would you want as a result?

What INCOME would work for you?

Exercise:

Find a business owner (preferably) known to you and offer them a free Leader Profile as a practice session for you... Go to the Vault to find the Leader Profile: Single Session for workbook and slide-deck.

Take Outs:

Key Point:

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BUSINESS OPTIMISATION

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Exercises:

Exercise 1 - Conduct a demo Strategy Session using the following financial data:

Total Annual Sales:	\$1,000,000
Total Annual Purchases:	\$500,000
Net Profit (pre tax):	\$80,000
Total Annual Wages:	\$250,000
Number of FTE Staff:	5
Debtors in 60+ Days:	\$100,000
No. of Transactions/Month:	833
Annual Asset & Debt Repayments:	\$26,000
Annual Provisional Tax Payments:	\$24,000
Target Income:	\$180,000

Exercise 2: Find a business owner (preferably) known to you and offer them a free Strategy Session as a practice session for you...

Take Outs:

Key Point: