

Building a Successful Business Requires You to Wear Many Hats

Business Coaching Services



There's just so much you need to know. And it can take years of experience to learn it all.

A few poor decisions can cost you a great deal—maybe even your entire savings—but you don't have to feel cast adrift.

A few good, well-informed decisions can anchor your business, fuel your business' growth and position you well for long-term success.

It's a frightening fact that more than 75% of all businesses fail in the first 5 years.

Of those that do succeed, few ever reach their true potential. In fact, you could actually have better odds of success in Vegas than in your own business.

Our aim is to help you *dramatically* increase your odds of success. Don't gamble with your business' future.

Get the right advice, right when you need it.

Brought To You By



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Developing your game plan for success...

Chart a Winning Course With a Top Business Navigator

No matter what size your business is, success comes down to just one thing: *thinking strategically about the future.*

Compare it to preparing for an ocean yacht race. The skipper and the navigator chart the course from start to finish before the race even begins.

They have to take into consideration environmental factors such as wind and weather, the talent of the crew, the capability of the vessel, and the caliber of the competition.

In the race itself, the course charted will change as conditions develop, winds shift, storms and other obstacles appear, and competitors make moves.

While you're at the helm of your business, we act as an experienced navigator, helping you plot a steady course for success, maneuver obstacles, and keep ahead of the competition.



Talk to us today to find out more about how we can help you realize your business' full potential and reap the benefits of having a top business navigator on board to guide you safely into harbor.

We'll Help You Build a Stronger Business

Here are just some of the ways we can help you unlock your business' full profit potential:

- 1** A business health check and performance review—find out where your business is now and how to **get where you want to be.**
- 2** Our strategic planning and coaching services give you the fulfillment of **setting and achieving your business goals.**
- 3** We can help you develop and implement a structured success plan to **put your business on the path to success.**
- 4** Regular performance measurement and monitoring helps you **stay on course.**
- 5** Developing a *business value proposition* that clearly expresses why potential customers should do business with **you.**
- 6** Analyzing the profit potential of your business to find ways to **dramatically improve your profitability.**
- 7** Identify **which customers are the most profitable** for your business—and which ones are actually costing you money!
- 8** We'll help you develop a winning customer service strategy that **keeps your best customers coming back.**
- 9** We'll work with you to develop a marketing campaign that **targets the customers you want to deal with** so business becomes a pleasure.
- 10** Create key business processes so your **business is less dependent on you**—giving you more time to do the things you want, like plan your expansion, develop a new product...or take a holiday!
- 11** Help you determine how to get the best from your suppliers so it's **easier for you to give your best to your customers.**
- 12** We'll help you identify your people needs so you can **build a loyal, customer-focused team** who are committed to your business' success.

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Find Out How

YES! I'd like to learn more about how to create a truly extraordinary business. My details are:

Name: _____

Business: _____

Mailing address: _____

Phone number: _____

YES! Please send me my BONUS free copy of *How to Improve the Profitability of Your Business.*

Please complete and fax back to us on the number overleaf.

You're already good at what you do, but even world-class athletes need a coach to stay on top. Talk to us today and learn how we can help you unlock your profit potential and make your goals a reality.

About Our Consulting Services

We're not your average advisory firm. Far from it.

Our membership in the Principa Alliance means you have access to the collective knowledge and expertise of an international network made up of hundreds of professionals who specialize in consulting to small and medium-sized businesses, just like yours.

Add that to our experience, support and guidance, and you can be confident you'll have all the help you need to make your business truly extraordinary.