

# Business Effectiveness Series

Meet with up to 7 other business owners and executives, every week, in a private setting, facilitated by a **Certified Professional Business Coach**, and significantly improve your business and your life.



## 7 Reasons Why You Should Join Us

(See page 2 for more details)

1. You will learn multiple strategies to **make your business perform better**.
2. You will **grow your business** by learning more **effective marketing & sales** skills.
3. You will **hire, train, and manage your staff better**.
4. You will **systemize your business** so that **it works** - and **you can work less—and enjoy your life more**.
5. You will be a part of a **confidential environment** to gain from the **input and knowledge of other area business leaders** who share the same challenges that you have.
6. You will **become a better leader**.
7. You will **stop procrastinating** - and start taking better **ACTIONS** that move your business to where you want it to be.

- Classes **limited to EIGHT business owners - from different industries**.
- All participants are required to sign **confidentiality** agreements.
- Series will consist of **13 weekly two-hour group sessions, followed by one private two-hour session** with your personal Certified Professional Business Coach to develop your individual plan.
- Reservations will be on first-come, first-served basis
- **Location:** near Marshfield, MA
- **Cost - ONLY \$1,295. (Also, ask about our \$100 referral fee)**
- **BETTER THAN MONEY-BACK GUARANTEE** - As with ALL of our programs, if you are not delighted, we will refund your money - and you can keep the materials!

**Professional  
Business  
Coaches, Inc.**



Call TODAY! @ 781-319-9820  
...or email: [Contact@ProfessionalBizCoach.com](mailto:Contact@ProfessionalBizCoach.com)

# Details of the Business Effectiveness Series

## Course Overview

### I. Introduction

- A. Business Model
- B. Leverage

### II. Leadership

- A. Understanding Human Behavior
- B. Steps of Learning
- C. Change is VITAL to growth
- D. Your Reticular Activating System
- E. Vision, Mission, Values & Goals

### III. Marketing

- A. It's all about the customer!
- B. Essential Steps
- C. Why People BUY
- D. Marketing Physics & Ad Design
- E. List of Marketing Strategies

### IV. Sales

- A. Traditional Selling System versus Traditional Buying System
- B. Communication Process
- C. Sales system
- D. Prospect tracking system

### V. Customer Service

- A. Why Customer Service
- B. What customers REALLY want
- C. System to ensure great service
- D. Under-promise and Over-deliver
- E. Critical Non-essentials

### VI. Human Resources

- A. Organization Chart
- B. Hiring, Training, Motivating, Evaluating Performance

### VII. Financial

- A. Financial Statements
- B. Financial Ratios & Break-Even
- C. Key Performance Indicators

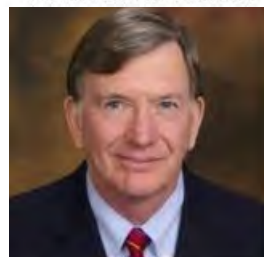
**In addition** to the *knowledge* you will receive and the *relationships* that you will build with other business leaders over the 13 weeks of two-hour workshops, you will also receive:

1. A binder full of course materials, handouts, and worksheets that you will refer to for years to come.
2. Three books:
  - *The E-Myth Revisited*—by Michael Gerber
  - *Jump Start Your Business Brain*—by Doug Hall
  - *Eat That Frog*—By Brian Tracy
3. A Business Effectiveness Evaluation report which examines ten (10) key operational areas of your business PLUS key financial ratios.
4. An Everything DiSC® Behavioral Profile Analysis.
5. A private 2-hour session following the Series with your Certified Professional Business Coach to develop your individual action plan.

## Your Certified Professional Business Coaches\*



Coach Bernie Heine



Coach Philip Ashcroft



Coach Paul Crossman

\* check out our profiles on: [www.ProfessionalBizCoach.com](http://www.ProfessionalBizCoach.com)

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