

## BUSINESS GROWTH ACCELERATOR

Unlock your business's full potential with our *Business Growth Accelerator* program! Designed for ambitious small business owners, this program is crafted to fuel growth and increase profitability through expert coaching and a supportive community.

### What You'll Gain:

- **Strategic Mindset:** Think like a successful business owner.
- **Clear Goals:** Set and achieve clear business objectives.
- **Revenue Boost:** Increase your business revenue.
- **Smart Pricing:** Price your products for maximum profit.
- **Customer Attraction:** Attract ready-to-buy customers.
- **Sales Success:** Improve your sales conversions.
- **Repeat Customers:** Win loyal customers and referrals.
- **Financial Know-How:** Understand essential financial principles.
- **Self Belief:** Develop the confidence to chase your vision.
- **Satisfaction:** Cultivate more joy running your business.

### Join Us

Develop the self-belief, confidence and skills to implement the essential strategies for a thriving business and the satisfaction that comes with achieving your goals.

Transform your business, achieve the growth you've always envisioned and set yourself on the path to lasting success.

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SIGN UP for the *Business Growth Accelerator* today and take **the first step towards a brighter future for your business.**

FOR MORE INFORMATION CONTACT:

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## Program Structure:

- Half-day sessions each month for 10 months, focusing on action and results.
- Each month, explore a new key topic with in-depth discussions.

## What's Included:

- Guidance from experienced business coaches.
- Access to comprehensive online resources and videos.
- Insights from guest expert presenters.
- Ongoing support for the duration of the program.

# PROGRAM MODULES

## Module 1: Mission & Vision

### Seeing is believing

#### How to:

- Focus on the big picture your Mission
- Create a Vision that motivates and inspires
- Turn your Vision down into achievable goals

## Module 2: Business Model

### Tuning your business engine

#### How to:

- Align your Product (what), Market (who), Experience (how) and Price (\$\$\$\$)
- Fine tune your key drivers of profitability
- Identify your Top 5 Competitors and **learn?** how to compete with them

## Module 3: Power of Positioning

### Getting the right clients @ the right price

#### How to:

- Stand out in a crowded market – attracting your ideal clients
- Get your offer, audience, delivery, and price working in sync
- Choose the best competitive advantage

## Session 4: Building a Powerful Brand

### Being top of mind

#### How to:

- Create a compelling message that conveys your Brand's unique value
- Develop a distinctive Brand Identity that resonates with your target audience
- Deliver a consistent brand that builds trust with your client

## Module 5: Relationship Marketing

### Connecting with your ideal client

#### How to:

- Build strong relationships with your ideal referral partners
- Develop successful referral partnerships
- Find valuable pre-sold referrals amongst your contacts

## Module 6: Referral Relationships

### Creating free flowing sales pipelines

#### How to:

- Apply a proven process for creating valuable referral relationships
- Conduct structured referral partner meetings that get results
- Manage your referral relationships for ongoing success

## Module 7: Selling Skills

### Closing more deals

#### How to:

- Motivate prospective clients' purchasing decisions
- Apply a structured sales process that converts leads into valuable clients
- Overcome objections – clearly demonstrate your value – no more discounting

## Module 8: Managing Client Relationships

### Turning clients into raving fans

#### How to:

- Establish Service Standards that delight your clients
- Create strong client engagement that last
- Design strategies to maintain client loyalty and drive word of mouth referrals

## Module 9: Understanding the Numbers

### Staying on top of your finances

#### How to:

- Interpret and work with the 3 key financial reports.
- Manage cash flow effectively
- Plan and manage sustainable financial growth

## Module 10: Building the Plan

### Maintaining momentum – The 2 Page Plan

#### How to:

- Develop a 12-month plan that builds on your work through the program
- Set tasks, timelines and accountability
- Stay on course and maintain momentum