

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.

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

FOR MORE INFORMATION CONTACT:

STEVE CONNELL

+61 487 150 438

STEVE@BUSINESSSUCCESSCENTRE.COM.AU

OSCAR PELLIZZON

+61 438 431 692

OSCAR@BUSINESSSUCCESSCENTRE.COM.AU

OR VISIT OUR WEBSITE: [BUSINESSSUCCESSCENTRE.COM.AU](https://businesssuccesscentre.com.au)

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