



\$749 per month (+ GST)

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.

FOR MORE INFORMATION CONTACT:

STEVE CONNELL

+61 487 150 438

SCONNELL@ACUITYGROUP.COM.AU

OSCAR PELLIZZON

+61 438 431 692

OPELLIZZON@ACUITYGROUP.COM.AU

Business 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.

Session 1: Vision & Focus

Seeing is believing

- The power of context – how to stay focused on the big picture.
- Create a Vision that motivates and inspires you and your people.
- Break your vision into achievable goals that prompt action.

Session 2: The Power of Positioning

Getting the right clients

- Standing out in a crowded market; the key to attracting your ideal clients.
- Align your product, market, client experience and price.
- Choosing what gives you the best competitive advantage.

Session 3: Building a Powerful Brand

Being top of mind

- Create a compelling message that encapsulates your brand's unique value.
- Learn how to develop a distinctive brand identity that resonates with your target audience.
- Learn how to deliver a consistent brand message that builds trust with your client.

Session 4: Relationship Marketing

Connecting with your ideal client

- Learn basic marketing fundamentals that build strong connection with ideal clients.
- Discover the keys to developing successful referral relationships.
- Uncover rich veins of presold referrals amongst your contacts.

Session 5: Referral Relationships

Creating free flowing sales pipelines

- Learn a proven process for creating valuable referral relationships.
- Conduct effective and structured referral meetings.
- Skilfully manage your referral relationships for ongoing success.

Session 6: Selling Skills

Closing more deals

- Learn what motivates clients' purchasing decisions.
- Develop a structured sales process that converts leads into valuable clients.
- Overcome objections and clearly demonstrate your value; no more discounting.

Session 7: Personal Effectiveness

Communicating better than anyone else

- Understand how effective communication works.
- Overcome the barriers that hinder effective communication.
- Gain better insights into people to foster better relationships.

Session 8: Managing Client Relationships

Turning clients into raving fans

- Establish clear client service standards to ensure client satisfaction.
- Create strong client engagement to ensure great relationships.
- Design strategies to maintain client loyalty and drive word of mouth referrals.

Session 9: Understanding the Numbers

Staying on Top of your Finances

- Learn to interpret and work with, the 3 key financial reports.
- Learn how to proactively manage cash flow.
- Plan and manage your business capacity for sustainable growth.

Session 10: Building the Plan

Maintain momentum for the next phase

- Develop a 12-month plan that builds on your work through the course.
- Drive accountability to achieve your goals.
- Learn how to continually implement change in your business.