Maximising The Value Of Your Business Through THE BUSINESS MASTER PLAN

VADR Presentation – Monday 28th November
Who am I?

Business experience

- 25 years of broad business experience
- 15 years of optimising and restructuring businesses
- Established a **business coaching offering** to provide a holistic services.

Qualifications

- MBA(E) from Australian Graduate School of Management
- Certified Exit Planning Advisor from Exit Planning Institute (Chicago)
- Certified Value Builder from The Value Builder System (Toronto)
Which is Your Business?

Many Businesses we see look like this

The ideal performing business looks more like this…
Only 3% of people have written goals and plans, these people account for 98% of the wealth.
Time Mastery

- Not Urgent & Not Important
- Urgent & Not Important
- Urgent & Important
- Not Urgent but Important
- THE ZONE
- DEMAND
- DELUSION
- DISTRACTION
The Critical Numbers

Leads \times Conversion = Customers \times Transactions \times Ave. $$$ Sale = Revenue \times Margin = Profit
10% Increase...?

Leads x 4,000 x 4,400
Conversion x 25% x 27.5%
= Customers = 1,000 = 1,210
Transactions x 2 x 2.2
= Ave. $$$ Sale = $100 x $110
= Revenue = $200,000 = $292,820
Margin x 25% x 27.5%
= Profit = $50,000 = $80,525.50
Business Masterplan

The Platform For Growth

MASSIVE RESULTS

Service
Numbers
Time
Goals

Focus
Reality
Service

Raving Fan
Advocate
Member
Customer
Shopper

Customer Service = Marketing

Business Masterplan
FIND YOUR NICHE
No Price Competition!
Business Masterplan

The Platform For Growth

Massive Results

The Engine Room

Focus

Reality

Retention

Cash

Goals

Time

Numbers

Service

Marketing

Systems
Systems is all about …

S aving
Y ou
S tress
T ime
E nergy &
M oney
THE CYCLE OF BUSINESS

YOU

BUSINESS

TEAM

CUSTOMERS
The Big Game

- The Engine Room
- The Platform For Growth

- Business Masterplan

- Outcomes
- Team
- Systems
- Marketing
- Service
- Numbers
- Time
- Goals

- Diversification
- Freedom
- Cash
- Retention
- Reality
- Focus

- Massive Results

- Retention