

IN SIX WEEKS YOU'LL BE ON THE RIGHT PATH

WEEK 1

EFFECTIVE BUSINESS PLANNING AND FINANCIAL BUDGETING

LEARN HOW TO:

- Put an effective budget in place that allows you to achieve your year-end net profit goal.
- Create a marketing, sales and production plan that breaks down your annual revenue goal into manageable week-by-week steps.

YOU WILL GET:

- An AFP (Annual Financial Plan) with budgets that allow you to predict year end profit and compare the plan with up-to-date financials.
- Templates to monitor business performance year-round on an easy-to-read dashboard.

WEEK 2

DEFINING YOUR ORGANIZATIONAL STRUCTURE

LEARN HOW TO:

- Outline exactly what everyone in the company should be doing with defined job descriptions, goals and accountabilities for each position.
- Implement technology to streamline communication across marketing, sales and operations.

YOU WILL GET:

- An organizational structure that pulls you out of the day-to-day and motivates your staff.
- A weekly goal setting and reporting system for you and your team.
- Templated Job Descriptions and Employment Agreements that align your staff with your company's goals.

WEEK 3

PROFESSIONAL RECRUITMENT AND HIRING

LEARN HOW TO:

- Establish an effective hiring process, successfully generating strong applications to fill an interviewing funnel and bring on top talent.
- Professionally interview and qualify staff who will deliver on your brand promises while hitting productivity goals.

YOU WILL GET:

- A professional recruitment and hiring process to use in your business.
- Interview forms used to predict future behavior of staff.
- A structured onboarding system proven to maximize new staff retention.

WEEK 4

TRAINING YOUR STAFF FOR SUCCESS

LEARN HOW TO:

- Build an exceptional training program for each role in your company.
- Effectively transfer skillsets to your staff to pull yourself out of the day-to-day.

YOU WILL GET:

- The methodology for building a professional training program for your staff that maximizes retention and productivity.
- The proven system to effectively transfer your skillsets and knowledge down to your team.
- Examples and templates for creating detailed Standard Operating Procedures and checklists that standardize the quality of work and speed of production.

WEEK 5

OPTIMIZING YOUR SALES PROCESS

LEARN HOW TO:

- Understand the psychology of buying and create an effective sales process built from a client's perspective.
- Implement the tools and skillsets required to maximize effectiveness in each step of the sales process.

YOU WILL GET:

- A structured sales process that allows you to most successfully turn leads into booked jobs.
- Templated sales collateral that sells for you throughout the sales process.
- A structured sales reporting and goal-setting system that drives results.

WEEK 6

DISCIPLINED GOAL-SETTING AND EXECUTION

LEARN HOW TO:

- Break down long term goals into manageable week-by-week action items.
- Manage your schedule on a weekly basis to focus on the right things that will successfully grow your business.

YOU WILL GET:

- The proven methodology that allows you to regain your time and grow your business.
- A weekly block scheduling system that will maximize your focus and productivity as a business owner.
- A framework for accountability that will keep you on track throughout the busiest times of the year.