GENERAL BUSINESS SEMINAR CATALOGUE

What Men Don't Tell Women About Business

This session shares with participants an authentic Alpha Male's account of what has happened to business in the last 40 years, what drives Alpha Males in business, and the ways that professional women unknowingly give up their power in business to men. This discussion covers all the things men discuss at the water cooler, in the locker room, and in the board room when women aren't present. Prepare yourself for a truthful look inside the Alpha Male playbook of business.

Building Powerful Hunting Packs

Ernesto Sirolli, a famous Australian Author and Business coach says, "The Death of the Professional is Solitude". Many professionals enter the market by themselves and try to figure things out along the way. They do all the heavy lifting themselves and start to be impacted by isolation and loneliness, even if they are part of an internal business team. A hunting pack allows for a group of like minded professionals in complimentary services to come together and enter niche markets as a team. This tool is one of the most dynamic tools for a professional to use in their careers and their day to day responsibilities.

The New Paradigm of Business

Business has changed, but it doesn't seem like anyone has noticed. The new paradigm of business is built on relationships, commitment to performance, honour, your word, and management. Many of these things were abused in the 80's and 90's but in 2007 it is all about delivering the right services to the right markets, in the right way and for the right price. In this session, we will go through the foundation of the new model and participants will receive tools to support their development in the new paradigm.

Managing Entrepreneurs:

Speaking the language of the Self-Employed

Many service providers don't have the full story on how to deal with their self-employed clients in a way that evokes trust, loyalty, and commitment to the deal. Most entrepreneurs are accustomed to doing everything on their own and a savvy service provider will understand the entrepreneurial dynamics and support their clients in a way that opens up more business and offers the opportunity to obtain additional business from both the client's employees, and from their fellow entrepreneurs. In this session, we will discuss the dynamics of the self-employed, what is important and not important to them, and the best way for service providers to position themselves as part of the team, rather than a necessary obstacle or expense.

From Bar Fights to Board Rooms

What Bouncers Can Teach Us about Business

The connection between bouncers and business professionals is startling. The crossover skill set may seem absurd, but in reality, there is a lot that can be learned about business and people from your local door man. In this session we will discuss 22 things that professionals can learn from doorman including: when to go all in, loyalty in business, controlling difficult situations, setting expectations, managing personal rules and boundaries, having a plan, and finding the courage to do things when you think you are up against a giant.

Business Physics 101

Mastering Business Leverage

If you have a big enough lever, you can move anything. The same is true in business. The mistake most professionals make is looking at what assets they currently have at their disposal and either dismissing them, or not recognizing the various 'levers' they have. There are five leverages in business: Time, Money, Labour, Networks & Connections, and Ideas & Knowledge. A leading-edge professional focuses on learning how to master the leverage of each of these areas to get absolutely everything they want. In this session we will discuss leverage, where to find it, how to manage it, and how to add it into your overall plan. You are likely using leverage day-to-day naturally, but not doing it in collaboration with other areas of leverage or with an intention behind it. Mastering Business Physics is mastering outcomes in your business dealings.

The Professional Practice Builder™

The Professional Practice Builder ™ is a program that takes the guess work out of business development. This program is a flagship training program that has benefited participants from senior partners in New York law firms to small business start ups in Kamloops, British Columbia. Focusing on three key components of any individual’s foundation of business development, this program has been delivered to professionals at all stages of their careers. This three hour program delivers simple and easy to implement tools to jumpstart an individual new to the business and reinvigorate individuals who have been in the business for a while. In this seminar, we will discuss niche markets (how to identify them and dominate within them), developing referrals into Champions and having them ask to build your practice, understanding your market differentiation and how to deliver it to your markets, understanding profit-modeling and how to use it as a measurement tool, and automating the system of the practice builder so it continues when you aren't there. As well, participants will get the added value of knowing how to identify, develop, and manage a 'hunting' pack of like minded professionals.

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Getting Prospects to Hunt You

The old paradigm of business was that you had to continuously go after, corner, and sometimes inadvertently 'pester' your prospects. There are strategies that a financial professional can implement where they create demand in the market for their specific services. The strategies discussed in this session are based on the professional's ability to get an 'idea virus' started about themselves and ensure that it continues to seep into their markets. When implemented effectively, the financial professional will see prospects coming out of the woodwork and asking them for appointments. Other areas covered include finding clarity on 'ideal' clients, developing the 'hook' to garner attention, developing communication channels, handling prospects, and keeping the message going.

Getting Clients to Spread Your Message

There is no greater credibility then having one of your clients talking to the market about your professional effectiveness. One mistake most professionals make is that they look to service their client in order to keep their business, but they don't take that next step and have their clients introduce them to others. By overlooking this, the professionals are losing enormous amounts of revenue potential. In this session we will discuss categorizing clients, looking for Centers of Influence (COIs), information that clients will want to share about you, becoming part of the 'family', and making it your clients' idea to introduce you.

ServiceTech™

ServiceTech is a customer service program that offers a clear, concise, and objective review of a company's service provisions. With over 60 areas of assessment, clients get a report outlining what they are doing well, and areas in need of improvement. After the assessment is done, a training program can be developed as can monthly maintenance to ensure service levels are increasing. This program assesses everything from greetings and product knowledge, to staff interaction and phone answering skills. It truly gives an objective measurement for customer service provision. This program costs a fraction of one client leaving due to poor service.

Developing Powerful Profitable Networks

Many individuals 'network' at events, but end up speaking to the same people month after month and not feeling like they are getting anywhere. By understanding the dynamics of powerful networks, a professional can begin building a network with a clear picture in mind of what they want their network to look like, rather than just adding people that they come across. When a professional sets their intention to develop a network that benefits them, they begin to hone in on other professionals with whom they can develop mutually beneficial relationships.

Building Your Ideal Client List

There are only so many hours in the day to make money. As a professional grows their business and evolves, so should their clientele. The key to streamlining your practice/business is to continue to develop the client list you have and move clients that don't fit your ever evolving model to colleagues. This will not only build goodwill with your colleagues, but will allow you space to recruit new clients and increase your profitability. In this session we will discuss measuring and managing the viability and profitability of your clientele, finding colleagues that you can transition clients to, being clear on the process of assessing an 'ideal' client and duplicating the process throughout your development, and developing a baseline for the types of clients you take at each stage.

Building Strategic Alliances

Business can not be built alone. Successful professionals look to align with other successful professionals in order to build businesses that will be stronger and more profitable due to the collected, directed effort. Strategic alliances can be a curse as well as gift if not used effectively. This business development tool has the ability to exponentially grow your practice in a concise and profitable way. We will discuss what constitutes a successful alliance, how to prospect alliances, how to approach alliances, how to measure effectiveness of the relationship, and setting rules and expectations for everyone involved.

Building Market Confidence

In every sector of service provision, professionals need to build confidence in their markets if they have any chance of securing clients. A confident prospect will become a confident client and will become loyal to you and your brand. This session will focus on the fundamentals of building confidence including reputation, performance, education, information and how to manage the confidence through the duration of relationship.

Using Seminars to Build Your Market

Seminars can be one of the most powerful business development tools in business. They are also one of the most misused tools as well. Seminars allow the professional to showcase their abilities and philosophies to a crowd in a short period of time. A great seminar can bring in a lot of prospects and warm them for the close. In this session, we will discuss what constitutes a professional seminar, how to get the word out and fill seats, how to implant sales 'hooks' into a presentation, delivering the information in a way that will lead clients to buy, how to customize the same seminar for different markets, and how to follow up with participants after the event.

Closing Clients on the 'Big Picture'

When discussing plans with clients, many professionals don't get to the emotional root of what the client wants to build. Because their relationship will be operating on a surface level, it is susceptible to being poached by another professional who can draw out the 'big picture'. When a professional can burrow down to this level, not only will they build intimacy and trust, but they will be able to solidify that relationship and work towards building their clients' ''big pictures'. Participants will understand the questions to ask to ascertain the big picture, how to assess parameters to the picture, digging down to part of the picture that clients might not share right away, how to bring up the picture in your sales process, and positioning yourself as the 'builder' of the picture.

Creating Market Differentiation

As a professional, you are not only competing for business with other companies, but with other professionals in your company, and even in your branch. To the outside world, all professionals are the same. It is the job of the individual professional to showcase what they do differently to the market in order to attract the people looking for that type of professional. In this seminar we will discuss what you are bringing to the market that is different, looking at markets most likely to understand and appreciate that difference, getting your specific market talking, promoting the uniqueness of your personal 'brand', and capitalizing on your market position

Creating Your Corporate Legend (Personal Branding)

Successful companies have captured the raw power of 'branding'. A 'brand' sets expectation for a company before a customer buys. Savvy professionals are starting to develop their brand in the market so that prospective customers will know what to expect when working with them. This simplifies the prospecting system because clients will start to self-prospect. In this seminar, we will discuss deciding what you want to be known for in your various markets, developing actions, habits, and activities to support that message, identifying what markets will most warmly receive your message, and looking for communication lines to deliver your 'legend' or 'brand' into the right market

Ethical Negotiation and Strategy

We spend a good part of our lives negotiating. From the deal on the table to what to have for dinner, negotiation is an innate ability we all have. The challenge happens when we focus on the old model of win/lose and don't focus on how to make it win/win for everyone involved. Mastering negotiation is one of the most important skills a professional can have in their arsenal. It isn't about taking everything you can get; rather, it is about management of the relationship so that you can be profitable multiple times instead of just once. In this session we will discuss the basic construction of a negotiation, the actions that lead to negotiations failing, focusing on solution-based negotiation, how to prepare for a negotiation, and how to follow up after the negotiation.

Building Intimacy in Business

In addition to servicing clients and building trust in prospects, professionals in various sectors must strive to develop intimacy with their clients and contacts so that they can enjoy authentic discussions regarding business, insulate themselves and their business assets against market downturns and corrections, and maximize on expansion and opportunity. In this session we will discuss the steps to developing intimacy, how to identify 'active' solutions, becoming the 'go-to' person, and following up with unexpected attention and kindness.

Firing Clients

There is a time in every professional's management of their responsibilities that they need to 'fire' a client. Clients who are not profitable, that are high maintenance, or who have little room for growth should be released in order to make space for new, profitable clients. The old adage is that you make 80% of your money from 20% of your clientele and this holds true in almost all cases. If done effectively, that client can continue to be a Champion for you. If done incorrectly, they will become a cancer for your reputation in the market. In this session we will discuss the indicators that make the decision to let a client go, developing the plan, setting up solutions, laying the groundwork, managing the transition, and following up afterwards.

Small Business Marketing

This session educates professionals on a 9 step process any business can use to ensure that their marketing efforts hit the target every time. This program is suitable for any business and we have trained over 1,200 entrepreneurs in this model of simple, consistent marketing. From research and messaging to selecting tools and follow up, this is absolutely the best program for anyone looking to maximize their marketing efforts with measurable strategies anyone can implement.

Professional Time Management (Day Timer Included)

Every professional juggles their responsibilities including, servicing clients, finding new clients, supporting alliances, marketing, sales cycles, reporting, personal responsibilities, professional development, and hundreds of other time challenges. In order to build an effective practice, the professional must find ways to manage their time, rather than allow time to manage them. Some of the areas of discussion will include organization of responsibilities within the calendar, monthly reviews to streamline efforts, using a day timer to avoid burnout, learning the proper way to multitask, and finding balance in your schedule so that work supports your life and your lifestyle supports your performance. Professionals will receive a timetable template to use.

Automating Basic Business Systems

As your business grows, so too does your responsibility to manage communications, reporting, paperwork, and other factors of responsibility. By developing systems, you will create a platform to grow from. As your practice gets bigger, so do your responsibilities. Systems are the foundation of any business and allow you to effectively measure your performance with clients and manage the workflow. If your systems don't get developed, your time to develop new business will begin to shrink. We will discuss communications, paper systems, client tracking, network management systems, prospecting systems, and marketing systems.

Professional Goal and Practice Planning

A failure to plan is a plan to fail. Many professionals focus solely on their monthly and quarterly targets and not on the overall development plan of their practice. Only 1% of US businesses and professionals prepare a written development plan on an annual basis. The success rate of that 1% is 96.3%. If you could almost guarantee your success by developing a written plan, wouldn't you? We will discuss the components of a great plan, how to develop goals/strategies/action plans, how to plan on a yearly/quarterly/monthly/and weekly basis, how to tweak the plan to account for unforeseen changes, and how to implement measurables to ensure you hit your targets.