

Is Your Business Giving You All You Want?

Or Taking More Than You Want To Give?



Fewer than 1 out of 3 business startups continue beyond five years. The reason is simple: the vast majority of new businesses are started by people who know how to **do** the business but do not know how to **run** the business. The results are apparent in the high statistical failure to pass the 5-year hurdle.

Of the businesses that make it to year 6 and beyond, many (if not most) take a tremendous toll on their owners. Owners who find that their business owns them; owners who find that their business does not run unless they are there to deliver the goods; owners who find that they own a job – not a business.

It does not have to be that way.

A smaller group of business owners are achieving and living the dreams they had when they started their businesses. They earn a risk-adjusted return on their investment as well as a competitive wage for their actual management involvement. Involvement that is optional, because they have built a business that can run by itself, if they so choose.

And many small business owners actually do choose to withdraw from management in favour of ownership. You probably know some of them...

But you have to want it, and you have to do something about it.

Growth Associates' "Better Business Bootcamp"

A proven approach to unlocking the value in your business – and potentially your life

Verne Milot is a business adviser and the founder of Growth Associates. Through 26 years of managing businesses ranging from startup to twice developing \$40 million companies, he has

Over 70% of small business owner complaints include:

1. Lack of sales and profits
2. Not enough time off
3. Employee issues

You can choose to do nothing – and remain with the frustrated majority – or you can take concrete steps to change your life by enrolling in the Better Business Bootcamp.

The choice is yours.

accumulated and personally refined techniques, tools and processes that have earned him the reputation of a natural turnaround manager. But he knows there is nothing natural about making a business do what you want it to do. His skills are the

cumulative result of learning the hard way (trial and error) and believing in staying true to a solid business strategy.

When Verne founded Growth Associates, he set out to do what seminars and consultants do not. He decided to personally coach selected clients who exhibit a burning desire to succeed, to work with them on their business skills over an extended period of time. Verne helps them determine areas for improvement, establish measurable objectives and then sets about coaching them in the proven techniques, tools and skills

he knows will move them toward their goals. He coaches, encourages, mentors, makes accountable and celebrates with his clients as the culture of success takes hold.

At long last, many more business owners need effective help than can possibly be provided with personal coaching. The result is Better Business Bootcamp, a series of twice per month 2-hour sessions with once per month one-on-one consultation. This 6-month programme is limited to a maximum of 8 business owners, who have a burning desire to succeed and who realize that what they are doing is not working.

"I would highly commend Verne to virtually any business person who has the essentials necessary for success and wants to find ways to better deploy them."

Patrick K. -owner

"Verne Milot is a great strategic thinker and very results oriented."

Anthony M. -Manager

"I respect Verne Milot as a Mentor and would highly recommend Growth Associates as a necessary tool in organizing, planning and helping to move a small to medium sized company forward."

Doug F. -owner

Growth Associates’ “Better Business Bootcamp”

Weak businesses generate work and stress. They grind the owner/manager down over time until the distinction between being the owner and being an employee disappears. In fact, the employees of a weak business are in a better position – they have the option to go elsewhere. It does not have to be that way.

A well-structured, well-managed business generates a competitive wage for any management role the owner chooses to perform in addition to a risk-adjusted return for its owner’s investment. Strong businesses help their owners reach and exceed their personal objectives, while bringing mutual satisfaction to all stakeholders.

Over the course of our Better Business Bootcamp you will apply the Growth Associates principles, skills and tools to your business. You will learn by doing and be coached through each step until it becomes second nature.

WHY SEMINARS DON’T WORK... AND COACHING DOES

Did you learn to ride a bicycle at a seminar? By studying a book? By reading an expensive, project-specific, ‘custom’ consultant’s report? Probably not.

You learned to ride a bike because you really wanted to. You were helped by a rider who encouraged and maybe even pressured you to climb back on every time you fell off. You persisted because you saw that other kids could do it. It’s a good bet that even if you haven’t ridden in years you still know how.

The skills, tools and techniques of building and owning a good business can be learned in the same way.

If you are truly ready to unlock the value in your business, Growth Associates Better Business Bootcamp can put you in the saddle by employing the same practical techniques that you already know will work.

PLEASE NOTE: COACHING IS NOT FOR EVERYONE; IT ONLY WORKS FOR PEOPLE WHO...

- Have a burning desire to succeed
- Want to learn a new skill or tool every week, and apply practice between sessions
- Are prepared to do some homework
- Prefer to work with their own business rather than a theoretical ‘case study’
- Are driven by results
- Expect to keep their commitments to themselves, the group and their coach

HOW TO GET A HANDLE ON YOUR BUSINESS

The Basic Business Model – Understanding the 8 Pillars of Profitability - The Power of Leverage: Incremental Changes / Incredible Improvements

HOW TO GROW YOUR ORGANIZATION FROM THE GROUND UP

Make Your Business a Business: Vision, Mission, Goals & Objectives That Work For You – Design a Practical Organization – Ingredients for Change – SMART Goals – Abdication Is Not Delegation – Fire Yourself First

HOW TO FIND, TRAIN, MOTIVATE & RETAIN GOOD EMPLOYEES

Job Descriptions That Work For You – Hiring for the Long Haul – Keeping Effective Employees, and Keeping Them Effective – Compensation, Commission and Bonus – the ‘Money as a Motivator’ Myth – Understanding Behaviour

HOW TO BUILD A BUSINESS THAT NATURALLY RESPONDS TO CUSTOMER NEEDS

Great Service is a System – 2C’s: Consistency and Congruency – Handling Complaints

HOW TO DRAW CUSTOMERS TO YOUR BUSINESS – AND KEEP THEM COMING

12 Steps to Effective Print Advertising – CNE’s (Critical Non-Essentials) – Under-promise & Over-deliver Is No Longer An ‘Exceptional Strategy’ – Why You Need 10 Marketing Strategies In Play At All Times, And How To Manage Them

HOW TO DELIVER WHAT YOUR CUSTOMERS WANT – ON TIME AND AS EXPECTED

Needs and Wants – Little Difference is No Difference

HOW TO BUILD A SALES SYSTEM

Understand the Sales Funnel – Stop ‘Closing’ and Sell More – the ‘SPANDLER’ Selling System – Use DISC as a Secret Tool

HOW TO POSITION YOUR BUSINESS AND LESSEN COMPETITION

Your Unique Selling Proposition – Make Every Employee A Salesperson – Make Every Employee A Manager

HOW TO REDUCE THE IMPORTANCE OF PRICE

‘Who Your Customers Aren’t’ – Why People Buy – Pain vs. Pleasure – Low Price / High Quality / Quick Delivery: Choose Any Two!

HOW TO BE THE OWNER OF YOUR BUSINESS RATHER THAN AN EMPLOYEE

Why Successful People Do Not Spend Time On Urgent & Important Tasks (yes, you read it correctly) – KPI’s (Key Performance Indicators) – Firemen Should Work at the Fire Department



CALL TODAY FOR THE NEXT “BETTER BUSINESS BOOTCAMP”
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