

How to Create More Sales, More Profits, More Cash and Greater Wealth.

The Ultimate 2010 Business Boosting Weekend Learn the 7 Steps to Guaranteeing Success in Your Business (You will also apply what you learn making it even more powerful)

Ever attended a seminar and then gone back to the office and never applied what you learned? Well this is different. You will leave with YOUR very own Vision, USP and Profit Plan on a Page to make your goal achievement a reality rather than a possibility. Here is what you will learn...

1. Establish your Vision – What your business will look like when its done.
2. Create your USP – Your uniqueness (USP = Unique Selling Proposition) is what will set you apart from the competition and give you a competitive advantage.
3. Package your product in a way that presents benefits to your clients, making them easy to sell.
4. Develop a Marketing and Sales Strategy that will attract new customers month after month after month.
5. Identify your Key Success Factors – getting focused on the key activities in your business that drive income and profits into your bank accounts.
6. Create Measurement Systems to control and improve your businesses ability to increase leads, convert more leads and make higher profits by providing what your customers want in a way they value.
7. Review Systems – develop a strategy for regular objective analysis. This may include (among others) board meetings, mentoring and coaching.
8. How to schedule a fundamental strategic review periodically, to make sure you are aware of any issues that could impact on your success into the future.

By the end of the weekend you will have:

- Your vision statement (Include clear SMART goals)
- Your USP – a powerful and fundamental ingredient to your success
- A Marketing Plan and Sales Strategy to keep you on track to your goals
- Your Profit Plan on a Page – the most powerful business plan ever created, all on one sheet of A4. This incorporates all of the information we have developed over the weekend
- The makeup of your strategic review – essential in these uncertain times
- Access to regular mentoring and coaching to secure your goals
- The enthusiasm to go and make it happen

Your investment

Valued at £750, we are offering this whole information and benefit packed weekend for **only £147 for the first 10 attendees**, then £250) as this will be recorded and used as the basis of a book to be published next year. **Call 020 8241 3000 to book today for the Early Bird Discount.**

When

January 22nd, 23rd and 24th in London (venue to be announced) 10 till 5 daily (24th - 10 till 4).



www.gordonsknight.co.uk/2010ultimatebusinessgrowthseminar



100% Money Back Guarantee

If at the end of the weekend, you do not believe you have received 100% value and money making potential you are welcome to a full and unconditional refund of every penny.

The Ultimate 2010 Business Boosting Weekend

Establish your Vision – What your business will look like when the business is done. With this piece, you will have a clear understanding of what you are going to build. This forms the foundation of everything that follows.

Creating your USP – Your uniqueness is what will set you apart from the competition and give you a competitive advantage. Being an “also ran” will not help your customers choose you. A powerful USP will help you leave your competition bewildered by your success.

Defining your Product in a way that presents benefits to your clients, making them easy to sell. This is where you create value and delivery mechanisms which make your business predictable to its customers, one of the critical drivers of buying decisions. Getting this right means growth is easier and more predictable.

Developing a Marketing and Sales Strategy that will attract new customers month after month after month. Understanding what the key elements of a solid marketing plan are and creating one for yourself there and then. Understanding the makeup of a solid sales process. Developing your skills in making a real positive difference in your business.

Identifying your Key Success Factors – Getting focused on all the key activities which generate income and profits in your business and your bank account.. By keeping your finger on the pulse of these KSF, you will be monitoring the health and vital signs of your business. This enables you to act quickly to capture opportunities and reduce and eliminate risks.

Create Measurement Systems to control and improve your businesses ability to increase leads, convert more and make higher profits by providing what your customers want in a way they value. This section will include a brief review of your accounting systems and some of the tax strategies you should be aware of that keep more of what you earn.

Review Systems – develop a strategy for regular objective analysis. This may include (among others) board meeting, mentoring and coaching. Review systems are essential if you want to avoid costly mistakes and lost profits. These are also a great source of new ideas and exploitation of opportunities coming your way.

How to schedule a **Fundamental Strategic Review** periodically, to make sure you are aware of any issues that could impact on your success. The right way to approach a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to get the best out of your business positioning and the opportunities in the coming months and even years. You will have the tools to think ahead of your competition, giving you the competitive advantage, especially during uncertain times (like now).

Your Host and Facilitator

Gordon D'Silva is a self made millionaire, a Business and Tax Expert and Chartered Accountant. Through his businesses, he has created wealth and helped many of his clients do the same. Clients pay £300 per hour to tap into his mind. You get 3 days for half his hourly rate. [This represents excellent value for money and a must for any business.](#)

Testimonials

Watch some of the many testimonials on the website www.gordonsknight.co.uk. Every consultation ends the same way. Clients stunned by the clarity and depth of his knowledge. Now you can tap into this wisdom, know-how and skill over 3 full days for ONLY £147.

Where do you want to go in 2010? Start here to make it happen!
Call 020 8241 3000 Today



170 Merton High Street, London, SW19 1AY, gds@gordonsknight.co.uk