

The Value of Installing Systems

Culture & Values Area 1: Marketing

Vision Area 2: Pre-Sales

Belief & Knowledge Area 3: The Sale

DO. Area 4: Servicing

GIVE. Area 5: Client For Life

Legacy - Part 1 Leadership

Legacy - Part 2 Profitable Partnerships

Rock Solid Implementation - Mastermind MAGIC

DNA for People - Personality Masteries

DNA for Business - The 5/30 Grid

Installing a profitable BOS - . Business Operating System

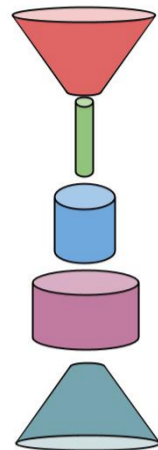
DNA... People 

Business + 

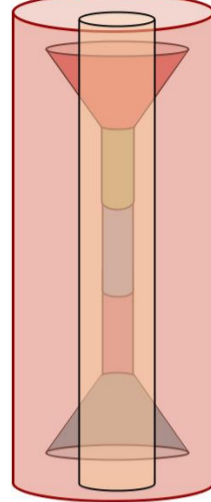
Life + 

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Often The Reality



The Ideal



Presenters Outline - Event #5

The 5/30 Solution Grid

	Level 1	2	3	4	5	6
Area 1: Marketing More & Better Leads	Identify Targets 1	Develop & Deliver A Message 2	Group People & Messages 9	Measure Results 10	Personality Based Marketing 15	Dollar results marketing 20
Area 2: Pre-Sales Move leads to conversion	Track 100% of leads 3	Implement 10+ Strategic Strike 5	Improve pressure points 9	Personality Driven 14	Large New Lead Sources 19	Model for profitability 24
Area 3: The Sale The "Yes" or the "No"	Ask key questions 4	Master "Present Solutions" 8	Why prospects are lost 13	Apply 5 Freedom Fighters 18	Speed To Sell 23	Penetration Expansion 27
Area 4: Servicing Turn our servicing into a profit center	Ask for referrals 7	Feed Successes into 1,2, & 3 12	Master steps pressure points 17	Measure all costs 22	Apply 5 Freedom Fighters 26	Turn into profit center 29
Area 5: Client For Life Create profitable life-long relationships	Send monthly relationship newsletter 11	Obtain B2B and B2C referrals 16	Track all efforts & results 21	Implement R & D 25	Process For New Products 28	Apply 5 Freedom Fig 29

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Topic #1

DO

Leadership
Excellence In Leadership & Success

Culture & Values A1	Vision A2	Belief & Knowledge A3	DO A4	GIVE A5	Our Legacy A6
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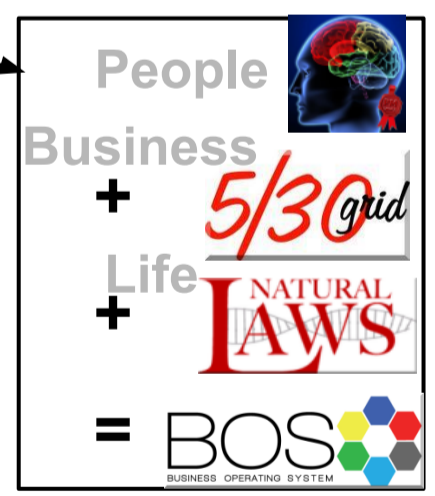
Objective
Learn how to help each team member "DO" i.e. take action in a much more effective manner based on their personality.

KEY POINTS
1. Learn what motivates each personality to "Take Action" to DO.
- Analytic - It makes sense to take action - understand it - have a plan
- Driver - It helps them to reach their own personal goals
- Expressive - It's fun, exciting and gives them energy
- Amiable - It supports friendships and connects people together

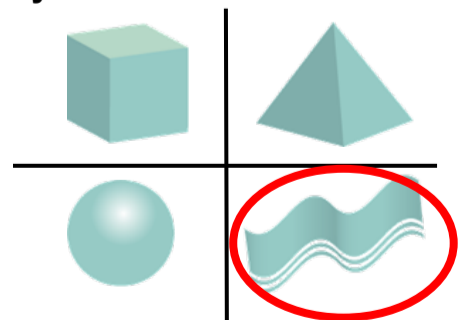
Last Month's Assignment
Status Update: Write out your Life Vision (The reason you were put on this planet) as a result of our passions.

This Month's Assignment
How am I doing in building my own BOS Business Operating System and each of the three areas?

Next Month
Learning to "GIVE" and how to maximize the benefit of giving to others.



Which of these four shapes would you tend to like the most?



Which of these four shapes would you tend to like the most?

Out Of Order	Out Of Control
Conflict With Others	Boring Not Fun

Expressive - Strengths / Weaknesses
- Fun, energy, excitement and passion
- Like to have a good time with people
- Very focused on people
- Faster decision maker
- Millions of ideas
- Likes to take action quickly
- **To Sell:** Make it fun
- Center of attention
- Can push fast
- Will buy because it just feels right
- Inject a lot of energy and passion into presentation

View Of Life: **Ready - Fire - Aim**

Topic #2

Area 4: Servicing

Area 4: Servicing Turn our servicing into a profit center	Ask for referrals 7	Feed Successes into 1,2, & 3 12	Master steps pressure points 17	Measure all costs 22	Apply 5 Freedom Fighters 26	Turn into profit center 29
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Objective - Learn how to turn our servicing into a profit center by connecting servicing to all other five areas and driving more referrals from current / past clients into our BOS - Business Operating System.

KEY POINTS
1. Area 4: Servicing is actually very different that most people realize. Servicing done correctly can actually produce more sales than Areas 1, 2 and 3 combined. Turning Area 4: Servicing is learning to look at Servicing in a very different way.
2. Erica Cortina actually applied Box 7: Ask For Referrals and within a couple of weeks had generated five new high level sales.
3. Review over the other five boxes in Area 4: Servicing. Join a mastermind group and work to build all six boxes into your BOS - Business Operating System.
4. When we apply Personality Masteries to the servicing of clients we will produce a much stronger Client Experience - Raving Fan.

Last Month's Assignment
Status Update: Develop three levels of powerful questions which will help you convert more of your prospects to clients.

This Months Assignment
Develop a process to ask for referrals from every client.

Next Month
We will learn Area 5: Client For Life - How to retain clients forever AND how to tap into all their spheres of influence.

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Build A Powerful Business Operating System . . . Gain Freedom

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Helping your business be the most profitable in your marketplace.

