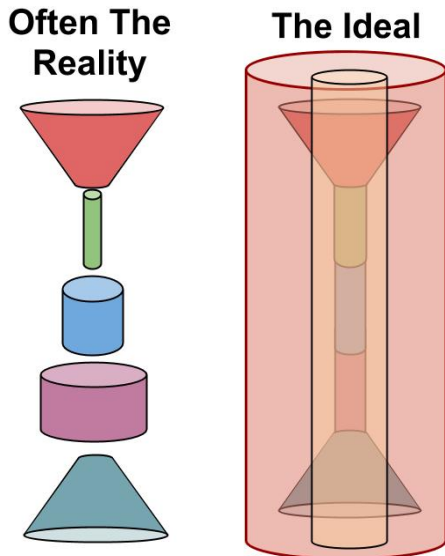


The Value of Installing Systems

- 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

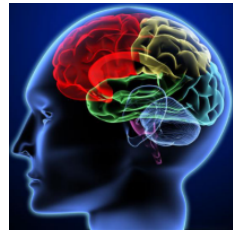


Organizational Meeting

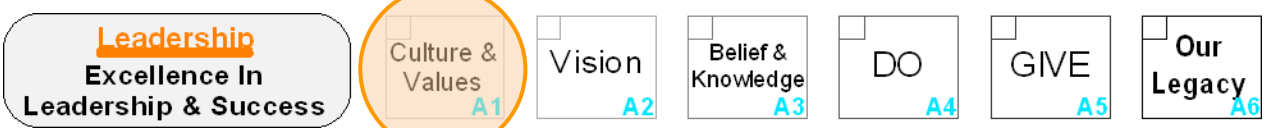
The 5/30 Solution Grid

Area 1: Marketing More & Better Leads	Level 1 Identify Targets 1	2 Develop & Deliver A Message 2	3 Group People & Messages 6	4 Measure Results 10	5 Personality Based Marketing 3	6 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 9	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 3	Apply 5 Freedom Fighters 8	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 The Value Of Systems



Objective - Topic #1 will focus on building strong leadership teams, skills, disciplines and systems which is the foundation for your BOS - Business Operating System.

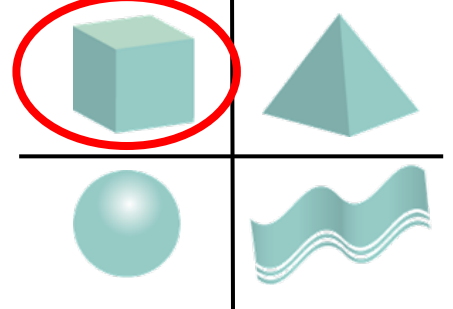
KEY POINTS - Community / Business Partnerships
Overall Goal / Purpose - To help businesses and community based organizations better understand how they can bring a lot of value to one another. "We can accomplish far more together than we ever could on our own."
- **Community Goals** - To raise a lot of funds and volunteer resources to accomplish great things within the community as a result having an amazing BOS - Business Operating System.
- **Business Goals** - To generate a lot of sales / business through community connections and as a result of the BOS - Business Operating System that we build together from within this group.

Last Month's Assignment
Each month we will review assignments.

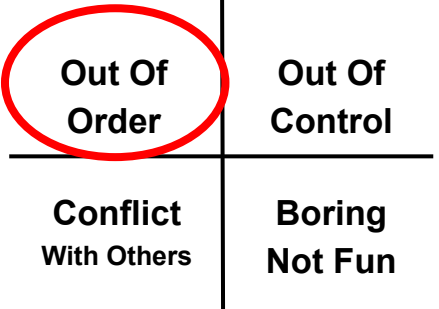
This Month's Assignment
Each month we will have new assignments

Next Month
We will always lay out the benefits to those individuals who will attend next months session.

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



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



Personality Masteries - Strengths / Weaknesses
Each month we will weave in personality masteries throughout the whole lesson to make it fun and powerful.

- **To Sell:** Each month we will share how to best marketing, sell and service each of the different personality types.

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



Topic #2 The 5/30 Grid . . .

The 5/30 Grid is the DNA for Business and each month we will focus on one of the five areas of The 5/30 Grid to help both community based organizations AND business to see greater success with less effort.

Objective
Topic #2 will focus on The 5/30 Grid and how to build the DNA for Business part of the BOS - Business Operating System.

KEY POINTS
Every business, every community based organization has a BOS - Business Operating System whether they know it or not. In most situations a BOS is not built with intentionality but put together on the fly.

- BOS - Business Operating System
- Part 1 - DNA for PEOPLE
 - Part 2 - DNA for BUSINESS
 - Part 3 - DNA for LIFE

DNA for PEOPLE is **Personality Masteries** and will provide people with the operating system to understand why people do what they do.

DNA for BUSINESS is The 5/30 Grid which provides a detailed map on how to generate dollars and attract people.

DNA for LIFE are Natural Laws which have been discovered over the ages of time and have been compiled into a system call Career Success.



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