Agenda . . .

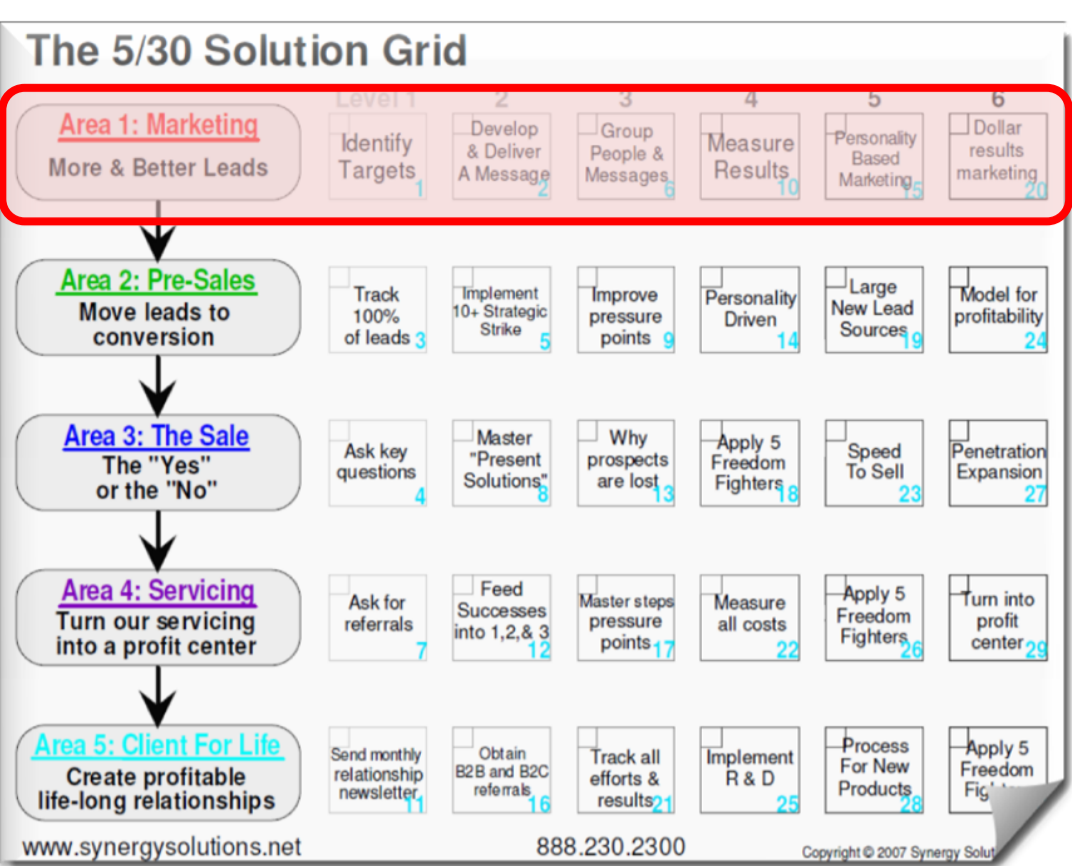| Segment 1	2	3	4	5	6	7
30 Min. Networking Before Event	10 Min. WINS & Biggest Challenges	10 Min. Personality Masteries	5/30 grid 10 Min. The 5/30 Grid	NATURAL LAWS 10 Min. Natural Laws	10 Min. Q&A	10 Min. Great Things Next Month

MASTERMIND SEMINARS

Presenters Outline - Event #2

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 for . . .
People
Business +
Life +
= BOS (BUSINESS OPERATING SYSTEM)

Often The Reality

The Ideal

The 5/30 Solution Grid

Area 1: Marketing More & Better Leads	Level 1	Identify Targets 1	Develop & Deliver A Message 6	Group People & Messages	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" 6	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...

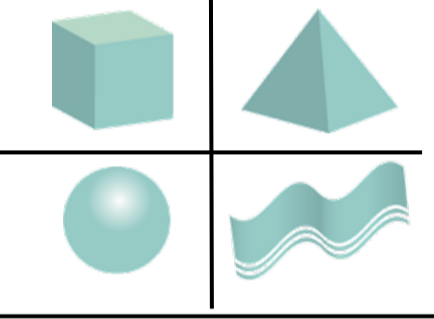www.synergysolutions.net   888.230.2300   Copyright © 2007 Synergy Solu...

Topic #1
DNA for People

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

Which of these four things would cause you the most frustration?

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

Personality Masteries - Strengths / Weaknesses
Which of the four shapes would you tend to like the most, second, and third? Which of the four things would cause you the most frustration, second and third. Our greatest strengths are our greatest weaknesses and our greatest weakness is just our greatest strength miss applied.

In future months we will be sharing a lot of information which will help us to see ourselves in a very different way and will help us to connect with others around us in a much more effective manner.

Topic #2
Area 1: Marketing

Area 1: Marketing More & Better Leads	Identify Targets 1	Develop & Deliver A Message	Group People & Messages 6	Measure Results 10	Personality Based Marketing 15	Dollar results marketing 20

Objective - Learn how to install the marketing system which will help us to reproduce success, increase the quantity and quality of the leads, i.e. increasing our sales while reducing the hours we work.

KEY POINTS
1. Area 1: Marketing is the only one of the four which is primarily a one on many relationship. This means that we can create one message and get it out to a large number of people with very little effort.

2. If we do not work our database in an effective manner we are making the choice to earn less money, work more hours, have more stress and have less life balance. What do you think about this statement?

3. If we are not partnering with others to leverage our database to help them and leverage their database to help us then we are not being nearly as effective as we should be.
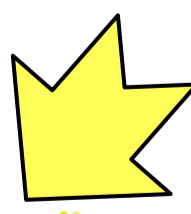
Last Month's Assignment
Status Update: Study the BOS - Business Operating System online and learn how The 5/30 Grid will help us to double our sales / profits.
http://www.TheVisionProject.net/Simple_PP.htm

This Month's Assignment
Work with a partner, a **MSP - Marketing Solutions Provider**, and/or a VA - Virtual Assistant to help you get your database
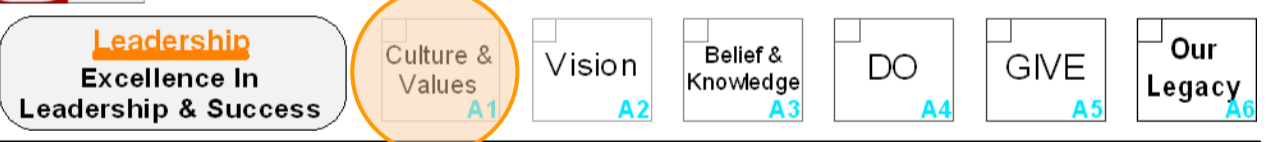
Next Month
We will learn **Area 2: Per-Sales** - How to close more of the leads, faster

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Topic #3 - Culture & Values

Leadership Excellence In Leadership & Success | Culture & Values A1 | Vision A2 | Belief & Knowledge A3 | DO A4 | GIVE A5 | Our Legacy A6

Objective - For each participant to have a DEEP understanding on how every challenge / problem they are currently facing MAY have the root cause of a lack of Culture & Values.

KEY POINTS
1. We in leadership often focus on solving symptoms rather than drilling deep and fixing things at the core.
2. What is our culture and what are our values? Have we communicated that clearly to every employee, vendor, customer, the community, etc.?
3. Do we have posters and banners around our office reminding people of our culture and values?
4. How do different personality types see culture and values in very different ways.

Last Month's Assignment
Status Update: Study The 5/30 Grid and commit to building a BOS - Business Operating System with the foundation being Personality Masteries, The 5/30 Grid, and Natural Laws (Career Success)

This Month's Assignment
Install the Career Success program / system for every team member.
http://www.TheVisionProject.net/CareerSuccess.htm

Next Month
Discover our Life Vision and the value that will have in every area of our life.

WINS - SUCCESSES - NOTES . . .

1. What WINS / Successes did I have in the last 30 days?

2. What did I learn?

3. What action will I take from what I learned?

4. What do I need to learn next?

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Helping your business be the most profitable in your marketplace.