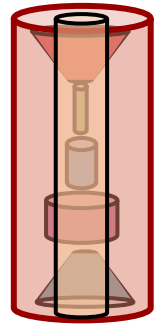


With this exercise we will be able to actually touch and feel our businesses as they come alive through the 3D modeling of the 5/30 Grid.

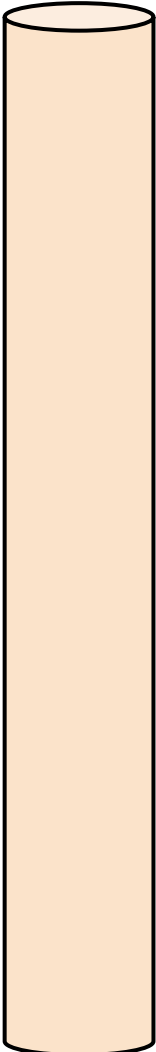
There are seven pieces to this model. Our business can only be as strong as six of the seven and the seventh piece, Profitable Partnerships, will add a multiplier effort to take our business to new dimensions.



**Leadership**  
Excellence In Leadership & Success



Leadership is the core to creating the strongest BOS Business Operating System with the 5/30 Grid being DNA to the entire BOS.

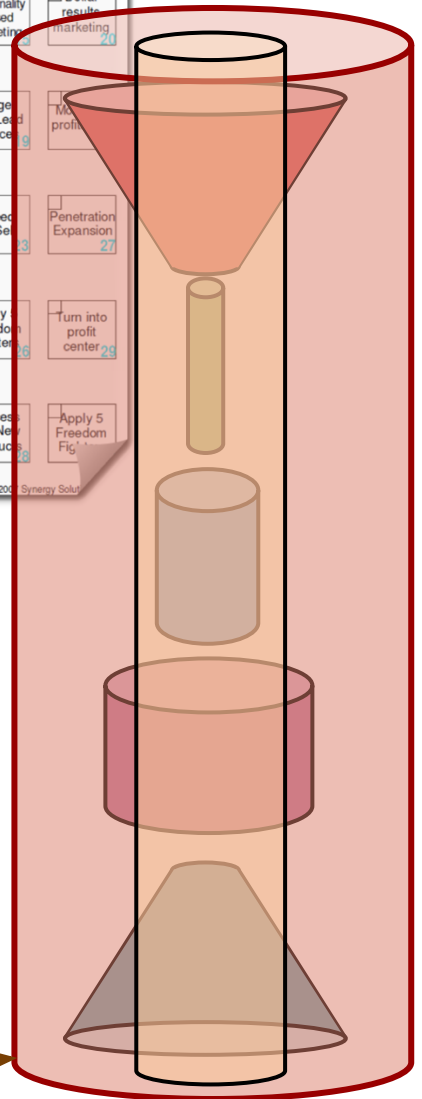


While certain areas of the 5/30 Grid may exceed the ability of Leadership, the overall system will not exceed the ability of leadership to bring all areas into complete harmony and alignment.

	Level 1	2	3	4	5	6
<b>Area 1: Marketing</b> More & Better Leads	Identify Targets 1	Develop & Deliver A Message 2	Group People & Messages 3	Measure Results 10	Personality Based Marketing 11	Dollar results marketing 24
<b>Area 2: Pre-Sales</b> Move leads to conversion	Track 100% of leads 3	Implement 10+ Strategic Strinks 5	Improve pressure points 9	Personality Driven 14	Large New Lead Sources 19	Max profit 23
<b>Area 3: The Sale</b> 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
<b>Area 4: Servicing</b> 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 Freedom Fighters 26	Turn into profit center 29
<b>Area 5: Client For Life</b> Create profitable life-long relationships	Send monthly relationship newsletter 1	Obtain B2B and B2C referrals 16	Track all efforts & results 21	Implement R & D 25	Process For New Products 30	Apply 5 Freedom Fighters 34

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The five areas within the 5/30 Grid are represented by color with the top red funnel being Area 1: Marketing, followed by the green cylinder being Area 2: Pre-Sales. Area 3: The Sale is represented by the blue cylinder and Area 4: Servicing is the purple cylinder. The bottom funnel is Area 5: Client For Life. We are only as strong, business wise as the smallest funnel and any money / resources invested into any other areas is wasted.



Profitable Partnerships help us to take our BOS and the 5/30 Grid to a whole new level / dimension.



**Profitable Partnerships**  
Creating WIN WIN WIN

