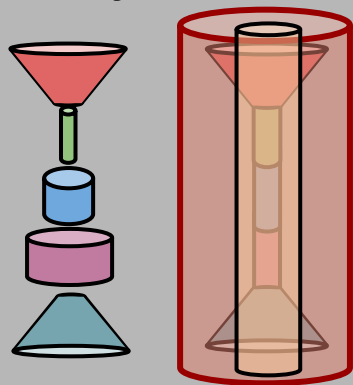


How To Build Our Own BOS - Business Operating System



Often The Reality

The Ideal



Leadership Excellence In Leadership & Success

Culture & Values
A1

Vision
A2

Belief & Knowledge
A3

DO
A4

GIVE
A5

Our Legacy
A6

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 6	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 Fighters 33

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Profitable Partnerships Creating WIN WIN WIN

HOPE
Time
B1

Head Talents
B2

Heart Treasure
B3

Hands Trust
B4

HELP Truth
B5

The NEXT Dimension
B6