



Mark Boersma
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"Helping your business become the most profitable business in your marketplace!"



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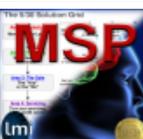


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What Natural Law assists us to become the most profitable company in our marketplace?

3 Steps To Anything
 Step 1: Examination
 Step 2: Solutions
 Step 3: Implementation




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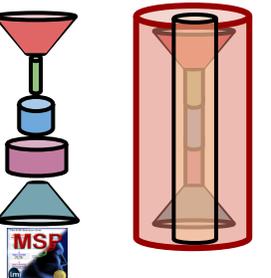
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Often The Reality **The Goal**



1. Rate 1 to 4 with 1 the one you like the most

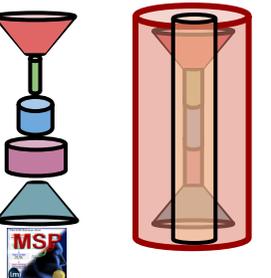
- ___   ___
- ___   ___

2. Rate 1 to 4 with 1 being the one to create the most frustration.

- ___ Out of Order
- ___ Out of Control
- ___ Boring or Not Fun
- ___ Conflict with others



Often The Reality **The Goal**



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3. What would your ideal lead look like?
4. What is the biggest challenge you are facing in any area of your business / life right now?
5. If someone could help you in any area of your life / business what would you LOVE help on?
6. If there was one thing you could change about yourself what would you change?

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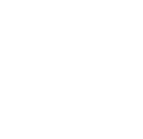


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5/30grid

The 5/30 Solution Grid

	Level 1	2	3	4	5	6
Area 1: Marketing More & Better Leads	Identify Targets	Develop & Deliver A Message	Group People & Messages	Measure Results	Personality Based Marketing	Dollar results marketing
Area 2: Pre-Sales Move leads to conversion	Track 100% of leads	Implement 10+ Strategic Sites	Improve pressure points	Personality Driven	Large New Lead Sources	Model for profitability
Area 3: The Sale The "Yes" or the "No"	Ask key questions	Master "Present Solutions"	Why prospects are lost	Apply 5 Freedom Fighters	Speed To Sell	Penetration Expansion
Area 4: Servicing Turn our servicing into a profit center	Ask for referrals	Feed Successes into 1,2, & 3	Master step pressure points	Measure all costs	Apply 5 Freedom Fighters	Turn into profit center
Area 5: Client For Life Create profitable life-long relationships	Send monthly relationship newsletter	Obtain 100+ and 100+ referrals	Track all efforts & results	Implement R & D	Process For New Products	Apply 5 Freedom Fig.

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