

# SPONSORS NAME & LOGO

Proudly presents

## THE OWNER'S CONFERENCE: KEEPING THE GROWTH CURVE GROWING— FINDING, KEEPING & GROWING CUSTOMERS®

Let's face it, anyone can set up shop and proclaim, "I'm a business owner." As a business owner, you can shine, survive, fail or struggle to keep hope alive until the next loan payment, customer order or supplier's credit terms. Running your own firm is an equal-opportunity pathway to great respect and achievement, or to embarrassment, regret and failure. Your conviction, drive passion and potential are vital to the success of your company but they are not enough to sustain your business beyond its early successes.

After identifying your Best and Highest Use (BHU) and your company's BHU, you must grasp and implement tangible actions to maintain your growth curve. In order to grow your company in a more consistent and efficient manner, you need to apply a systematic process to acquire customers and enhance retention. By using a series of scoring tools that strictly adhere to your target prospect profile, you can create three sales funnels—the Acquisition Funnel, the Retention Funnel and the Development Funnel—that will organize and implement your plan for finding, keeping and growing customers.

### **In this half-day seminar, you will:**

- Identify three things you need to do to grow your business
- Explore dating, marriage and parenting as metaphors for finding, keeping and growing customers
- Articulate your target customers' pain or opportunity that your business can resolve
- Compare and contrast three sales funnels: Acquisition, Retention and Development Funnels
- Discuss how to customize each of these sales funnels using your company's indicators
- Discover some tips for deciding when it's time to use a Customer Relationship Management (CRM) Software

### **Who is this conference for?**

Geared exclusively for **14 business owners, entrepreneurs and advisors** who want to grow their companies in a more consistent, efficient manner and those that are feeling the challenges of today's local, national or global business environment.

**When:** TBD

**Where:** TBD

**Time:** TBD

**Cost:** \$179 includes lunch. \$149 without lunch. Make check payable to **Sponsors Name**

**RSVP:** TBD.

### **About the presenter:**

A consultant, coach, author and speaker, Andy Birol is a nationally recognized leader in the field of business growth. Birol interviewed more than 5,000 businesses for his book *The Five Catalysts of Seven Figure Growth* and has personally advised more than 350 business owners averaging a \$100,000 impact on each. He is an expert contributor to *Business Week*, *CNN's Dollar Signs*, *Entrepreneur, Inc. Magazine*, *New York Times* and *The Wall Street Journal*. Birol has spoken to thousands of entrepreneurs on six continents, helping them determine "How to Get There™," discover their "Best and Highest Use®" and achieve sustained, profitable growth. To read more about Andy Birol, visit [andybirol.com](http://andybirol.com).