

# 17 Reasons to Attend

## Moving Up to the Next Level

### SUCCESS

*"Failure to prepare is preparing to fail.*

*Don't mistake activity for achievement."*

John Wooden

#### Achievement

True Success comes only to an individual by self-satisfaction in knowing that you gave everything to become the very best that you are capable of.

*"Success is peace of mind which is a direct result of self-satisfaction in knowing you made the effort to become the best of which you are capable."*

Business is a good game - lots of competition and a minimum of rules. You keep score with money.

Atari founder Nolan Bushnell

**Work ON The Business, Not Just IN It!**

**Build Fee Based Business**

TAAP pricing concept and how to use it.

**Hire Smart**

Find, evaluate and hire the right people

**Convert Prospects to Clients**

Build a strong, ongoing new business program

**Management Team**

Establishing and empowering the team

**Incentivise**

Compensation plans for the client service group

**Optimize Results**

Productivity and the FTE metrics

**Explore New Business Models**

Small is Smart. Still provide full service

**New Business**

Proven programs to grow your

**New Pricing Strategies**

Hourly, project and performance pricing

**Brand Your Processes**

Getting paid for your ideas. They are not free!

**Six Building Blocks**

Create a strong foundation to grow on

**Exit Strategies**

When it's time, how do you sell, merge or retire?

**Work With More Virtual Staff**

Full-service without a large staff

**Get Organized**

Financial Processes and Systems make it simple.

**Build a Fee Based Business** - The TAAP pricing concepts and how to use them.

**Avoid New Business Mistakes** - What you should, and should not, do in your marketing program.