

The “Business LeapFrog Series” – Outline

The “Business LeapFrog Series” is intended for business owners who are not quite ready for the longer-term commitment of 1-1 Coaching but want to start receiving many of the benefits of our proven “Business LeapFrog System”™.

The “Business LeapFrog Series” is scheduled to run a 2-hour session each week for 12 weeks (an optional 13th session may be added as required) with 4-6 non-competing participants. In addition, each participant receives 2 hours of individual coaching to help customize a plan for implementation.

Session 1 - Introduction

- A. Business Model
- B. Leverage

Sessions 2 & 3 - Leadership

- A. Leadership = Learning
- B. Understanding Human
- C. Steps of Learning
- D. Change is VITAL to growth!
- E. Your Reticular Activating System
- F. Your Mission Statement
- G. Your Vision
- H. Your Company Values
- I. Goals

Sessions 4 & 5 - Marketing

- A. It’s all about the customer!
- B. Essential Steps
- C. Why People BUY
- D. Marketing Physics
- E. How to Design an Ad
- F. List of Marketing Strategies

Sessions 6 & 7 - Sales

- A. Simply the conversion from prospect to paying client
- B. Traditional Selling System vs. Traditional Buying System
- C. Communication Process
- D. You MUST have a system – or you will be caught in theirs!
- E. Use Act/Goldmine or other prospect tracking system

Sessions 8 & 9 - Customer Service

- A. Why Customer Service is important
- B. What Customers Want
- C. What customers REALLY want
- D. YOU must build the system to ensure great service
- E. Under-promise and Over-deliver!!!
- F. Critical Non-essentials (CNE’s)

Sessions 10 & 11 - Human Resources

- A. Org Chart – BY FUNCTION
- B. Hiring
- C. Training
- D. Motivating
- E. Evaluating Performance

Sessions 12 (&13?) - Financial

- A. Financial Statements
- B. Financial Ratios
- C. Break-Even
- D. Key Performance Indicators