

Hyper-Growth Business Development Programme

Yes, more sales! Yes, more profit! Yes, more time! But most importantly ... more equity!

How much more equity? At least 47% within the first 12 months, and probably much more.

But yes, there is a catch

If you want this kind of acceleration, you can't be half-hearted. It requires total commitment for 12 months.

And you have to meet our selection criteria as an entrepreneur ... do you have the right psychological makeup to truly benefit from our programme?

Because of the intensity of the Hyper-Growth Programme, we have a limited intake ... and it's unlike any 'program' you've ever heard of.

Most 'business improvement programs' are like training courses delivered by academics or accountants, often to just one person in the business ... usually the owner. Sometimes additional 'coaching' is provided to the owner, usually by people who can't build their own businesses, so they have to rely on others to provide them with the work.

Why are we so scathing? Because so many of our clients have been on these 'programs' before, and they wouldn't subsequently have needed Edensilk's help if these 'programs' were actually achieving what is claimed. And that's why we decided to offer something better.

Why is Edensilk's Hyper-Growth Programme so much better?

- ✔ we don't just work with you ... we work with your whole team
- ✔ you don't just work with us ... you work with other participants as well
- ✔ our people are not academics, they are all successful business people talking from experience
- ✔ the material and delivery is tailored to apply to your particular business



- ✔ we're not sprouting theories, we're showing and implementing what has worked with our other clients
- ✔ our programme is coordinated to ensure a result, not just to raise your awareness
- ✔ our coaches are our own, not just whoever we can find at the time
- ✔ you don't get just one coach, but several, each with different skill sets as needed in your situation
- ✔ we'll get our hands dirty and 'do it for you' if you can't make it happen in time
- ✔ the material is extensive; and delivered in a way that suits the 'entrepreneurial condition'
- ✔ participation is not optional, it is required; and you will be held accountable to us and fellow participants
- ✔ 10% improvement is not good enough ... nowhere near good enough
- ✔ we offer guarantees, not just invitations and promises, and that's why ...
- ✔ you and your organisation have to qualify to be admitted to the Hyper-Growth Programme

Hopefully we've now scared off the dreamers and the feint-hearted, so if you're still reading, we know you wouldn't have wanted to be stuck on 'some course' with them anyway.

We don't expect you to be utterly fearless. But we do need business owners who are 'courageous', which means you will keep on going even when the terrain gets tough. And it will get tough. We're not promising an 'easy ride'. Big rewards don't come easily.

Hyper-Growth Business Development Programme

There are certain psychological characteristics of entrepreneurs that are necessary to success, and persistence is one of them. So we're not going to waste your time or ours trying to teach you something you just don't have the aptitude for.

Let's acknowledge that we're not all cut out to be successful in business. While it's often said that 'any skill can be learned', you'd want to have at least above average hand-eye coordination before setting your heart on becoming a professional tennis player, for example.

Hyper-Growth Entrepreneurs need to surround themselves with others like themselves, which includes our programme consultants, trainers and coaches, as well as other like-minded programme participants. Our programme is for the up-and-coming 'First Division' players; not for amateurs or 'lifestylers'.

To those who have the desire and the attitude; we offer the material, the skills, the experience, the setting, the organisation, and the opportunity to transform your business income and wealth, as we have done.

Your vision for your business may not be crystal clear yet. But we'll sort that out early on in the programme. So for those who qualify ...

What you will learn and implement

Literally hundreds of ideas for how to build and/or sell your business, including:

- ✔ identifying and leveraging your hidden competitive advantages
- ✔ sorting out your market image and branding
- ✔ how to cut advertising and other marketing costs
- ✔ how to rapidly document an effective business plan
- ✔ how to advertise for free
- ✔ how to write copy that sells
- ✔ telephone skills that make money
- ✔ how to legally access the databases of other's clients
- ✔ how to set appointments
- ✔ 5 fool proof methods to increase profits
- ✔ how to get other businesses to reward your customers
- ✔ how to organise and reliably maintain customer records
- ✔ determining the real value of your biggest investment
- ✔ how to sell your business for at least 50% more
- ✔ how to manage staff meetings and keep staff accountable
- ✔ how to overcome the biggest challenges faced by businesses today
- ✔ how to increase sales conversion rates
- ✔ how to design and implement a guarantee policy that works
- ✔ how to generate more referrals
- ✔ how to sell, sell, sell ... and be thanked for it

- ✔ how to motivate and organise staff to be more effective
- ✔ how to attract, select, hire and retain top performers
- ✔ how to systematise your business
- ✔ planning to retire sooner from the business
- ✔ how to practically test and measure your business performance
- ✔ how to free up the owner's time
- ✔ how to collect your money more quickly
- ✔ how to manage and leverage your client base for greater profit and equity gain
- ✔ etc ...

And that's just touching the surface.

You could probably spend years researching these topics yourself. Maybe you already have?

The reason for our 'programme' is to have you **turn these ideas into reality**. To fill in any gaps in your understanding, then show you practically how to implement these ideas in your own business, and to work with you and your staff to fill any skill gaps so that you get results, not frustrations.

If you could do this yourself, you would have done so by now. There are just too many things for one person to know and do in order to grow a business, and we're offering you the fast-track that every business owner needs.

What others have said

"Your professional business building strategies have made huge differences to the way our business operates..." Rocky Amatulli, MD, NRG Force.

"Over the past months my staff are more highly motivated, are achieving new heights in performance, and the bottom line is moving in the right direction." Rod Cridge, Owner/Director, Hardware House.

And now?

You should only enquire about the Hyper-Growth Programme if you're the owner of the business. Furthermore, you need to have been operating for at least 12 months, have at least 5 staff, have a turnover of at least \$500k pa, and be ambitious to grow your business dramatically.

You must also expect to invest between \$10,000 to \$30,000 in this programme during the next 12 months. If a 47% increase in equity doesn't easily pay for that, then you really do need our help!

Call us on 08 **9271 7661** to register your interest in the next intake, and we'll provide you with details of exactly how the programme is structured.