

# SME Business Mastery eLearning Programme

*At last ... the 'too busy' problem has been solved with a system you can use anytime 24/7 from any location with internet access.*

**This comprehensive, fully interactive online e-learning programme comprises 12 modules which take you step-by-step through everything that is essential to building a successful business in the 21st century.**

The SME Business Mastery Programme contains over 600 pages (an average of 50 pages per Module) plus 165 exercises, 9 unique 'Business & Operational Plans' and 14 proprietary SME Programs, all available online **at your own pace.**

It's a **proven** and **clearly structured** programme. Over 200 SME owners, operators and managers in Australia, New Zealand and South Africa have successfully completed the program and derived **enormous, measurable and quantifiable results** from the programme. For example ...

## sme business mastery™



### THE 12 MODULE INTERACTIVE E-LEARNING PROGRAM



*'SME Business Mastery is simply an awesome course. It is difficult being out there on your own - so having you as a mentor/coach has been invaluable. I was thinking about the massive change in myself and my business and it became clear to me that the major catalyst for the change has been yourself and the SME Business Mastery Cardinals. My investment in the SME Business Mastery program has provided over 600% return on my investment in terms of increased revenue'. Mark Papallo, Lawyer & Owner/Operator, Baby Buds Pty Ltd, Sydney.*

*'SME Business Mastery is the single most important and rewarding business decision we have made to date. It has enabled us to establish a long term professional relationship with a coach and mentor who has a proven track record in business at the highest level. The structured business education & growth plan is fantastic and is transforming our business. It has directly contributed to over \$110,000 in new business.' Ant Carter, Managing Director, Cardinal Solutions, Auckland, New Zealand.*

*'SME Business Mastery helped us get crystal clear about our vision and goals and exactly where we wanted to go via a Strategic Plan. It helped us identify the blockages holding us back, then develop a step-by-step action plan to move forward. Many thanks.' Tony Mott, Director, Topex Pty Ltd, Charters Towers, Australia.*

*'SME Business Mastery is an awesome program. Just the one Cardinal - Unique Selling Edge - gave me clarity and an exact purpose as to what precisely my business provides. Because of this my customers and sales have grown by over 100% in six short months.' Lesley Seabright, Owner/Operator, Keep the Moment Ltd, New Zealand.*

'SME Business Mastery has helped me greatly to establish a sound growth plan for my business and define key areas of my business to focus on. The program is chunked down into key modules that collectively build a very strong foundation within a commercial context. I recommend it as a great investment of time and money.' Hirini Reedy, Managing Director, Tu Strategies Ltd, Auckland, New Zealand.

'The SME Business Mastery program gave a clear strategic direction and a growth plan for our business. It was a tremendous assistance to us as entrepreneurs starting our new business. Even though we are thousands of miles away we will always consider them as our business partners and will continue to work with them to make J Tech South Africa a success.' Milton & Cordelia Kunaka, Owner/Operators, J Tech South Africa Pty Ltd, Johannesburg, South Africa.

'Being coached and mentored via the SME Business Mastery programme was an enormous benefit to me. I received wise counsel, friendly support and great motivation.' Kathryn Cantwell, Executive Director, Leadership, New Zealand.

'The SME Business Mastery programme has given me and my business many benefits. I am now 100% focused on my business vision with a concrete plan to achieve it. The fortnightly coaching sessions are an important part of my life and business. The online Cardinals have been enormously beneficial both as a resource and a flexible, structured education program. I recommend the program to any business owner/operator wanting to increase revenue, performance and asset value.' Helen Hancox, Flying Filing Squad, Wellington, New Zealand.

**But ultimately it's all about you and your business** ... it works whether you are established and have the ambition to move up a level, or if you are just starting out and you want the best chance of success.

To complement the material, we have assembled a team of personnel with multi-faceted real world experience you can trust and apply – including **qualified and experienced business coaches** who are available to partner you in your implementation of this programme.

Coaching is optional and **available remotely** using **online** interaction **and/or by phone** including the option to use VOIP (Voice Over Internet Protocol) ie free of call charges.

We also provide options to **join group sessions** and network with like minded business owners.

So what does the programme cover ...



## Module 1: Strategic Plan

The foundations of your business need to be rock solid and reviewed periodically. Create your own strategic plan, your roadmap for success, via an easy step-by-step process. All other Modules refer back to this one to ensure that you are developing your business in the right direction.

- 1.0 Introduction [Exercise 1](#)
- 2.0 The Two Plans in Business [Exercise 2](#)
- 3.0 The Importance of Goal Setting and Business Planning [Exercise 3](#)
  - 3.1 The Power of Goal Setting [Exercise 4](#)
  - 3.2 Planning is the Key to Business Success
  - 3.3 The Law of Planning [Exercise 5](#)
  - 3.4 The 6 Rules of Business Planning
- 4.0 The Three Step Springboard Process - "SIT, SWOT & STRAT"
  - 4.1 Step One: The Situation Analysis [Exercise 6 & 7](#)
  - 4.2 Step Two: The SWOT Analysis [Exercise 8](#)
  - 4.3 Step Three: The Strategic Plan [Exercise 9](#)
    - 4.3.1 Think Strategically [Exercise 10](#)
    - 4.3.2 Create your Vision [Exercise 11](#)
    - 4.3.3 Establish your Key Business Objectives [Exercise 12](#)
    - 4.3.4 Establish your Strategies [Exercise 13](#)
    - 4.3.5 Write your Strategic Plan [Exercise 14](#)
    - 4.3.6 Implement your Strategic Plan [Exercise 15](#)
- 5.0 Summary



## Module 2: Unique Selling Edge

Can you pass the elevator test? Why it's so important and how to define your own U.S.E. via an easy to follow step by step process. Guaranteed to accelerate your success!

- 1.0 Introduction **Exercise 1**
- 2.0 What is a U.S.E and why it is so important?
  - 2.1 The essence of a U.S.E
  - 2.2 Make sure you understand what unique really means
  - 2.3 Two Laws that play a pivotal role in U.S.E
  - 2.4 What is your area of excellence? **Exercise 2**
- 3.0 How to find, define and write your U.S.E
  - 3.1 Ask yourself 5 key questions **Exercise 3 to 9**
  - 3.2 Six tips to help you create a compelling U.S.E.
- 4.0 Examples of U.S.E's
  - 4.1 Nine compelling U.S.E's which work.
  - 4.2 Three U.S.E's which do not work so well.
- 5.0 Positioning and targeting your U.S.E. **Exercise 10**



## Module 3: Vision and Culture

What do you stand for in business? Define and write down your vision, mission and core values producing a plan that is easy to communicate. Make sure all the cogs in your business machine are turning in the correct direction.

- 1.0 Introduction
  - 1.1 What does Business Culture really mean?
- 2.0 How can you tell what an organisation's culture is like? **Exercise 1**
- 3.0 Why organisational culture is so important to business in the 21st Century?
  - 3.1 The irrefutable link with Performance & Reputation
  - 3.2 Gives people a Sense of Meaning and Purpose
  - 3.3 Culture underpins and drives all of the Module Business Solutions
- 4.0 Strategic Cultural Plan - The Culture Framework
  - 4.1 Vision and Mission **Exercise 2 & 3**
  - 4.2 Values
  - 4.3 Seven Fundamental Business Values **Exercise 4**
  - 4.4 Norms
  - 4.5 Go to work on your culture
- 5.0 Examples of Strategic Cultural Plans
  - 5.1 S.M.E Business Mastery
  - 5.2 South West Airlines
  - 5.3 Nokia
  - 5.4 Coca Cola Corporation
- 6.0 Five tips to help you to establish, promote and sustain a strong culture
- 7.0 Summary



## Module 4: Business Plan

A step by step template to produce your own Business Plan, one that will be effective in helping you to realise your targets. Easy to maintain and keep up-to-date.

- 1.0 Introduction **Exercise 1**
  - 1.1 How do you answer the three questions?
  - 1.2 Why plan for your business? **Exercise 2**
- 2.0 The six benefits of doing a Business Plan

- 3.0 Establishing Goals
  - 3.1 Why is it so important to establish goals?
- 4.0 Tips to consider before writing your business plan [Exercise 3 & 4](#)
- 5.0 Creating your Business Plan [Exercise 5](#)
- 6.0 Developing a Business Plan - it's a process
- 7.0 The objective of the plan [Exercise 6](#)
- 8.0 Why are you writing a Business Plan?
- 9.0 Planning for Profits - "Work the Plan"
- 10.0 The different roles and uses of a Business Plan
- 11.0 The top ten mistakes to avoid when writing a Business Plan
- 12.0 Ten tips in writing an effective Business Plan
- 13.0 The Business Plan Template [Exercise 7](#)
- 14.0 The nine sections of the Business Plan
- 15.0 Summary



## Module 5: Sales Mastery

Everyone can and should sell effectively with this Module. Sell more! Generate more cash & clients via the 14 step sales program and create your own Dynamic Sales Plan.

- 1.0 Introduction
- 2.0 Sales are Everything! [Exercise 1](#)
- 3.0 The Seven Fundamentals of Sales
- 4.0 Paradigms and Paradigm Breaking
  - 4.1 Five fatal sales paradigms [Exercise 2](#)
- 5.0 The 14 Step Sales Mastery Program
  - 5.1 The 7 Step Sales Mindsets Program [Exercise 3](#)
  - 5.2 The 7 Step Sales Strategies Program [Exercise 4 to 10](#)
  - 5.3 The Rule of Seven
- 6.0 Sales Terminology
  - 6.1 Ten Power Words to Use
- 7.0 Write your Dynamic Sales Plan (D.S.P)
  - 7.1 Developing a D.S.P [Exercise 11](#)
  - 7.2 The Essential 5 Step D.S.P Process [Exercise 12](#)
  - 7.3 The 4 Basic Sections of the D.S.P
  - 7.4 Action your D.S.P [Exercise 13](#)
- 8.0 Summary



## Module 6: Marketing Mastery

Powerful and effective marketing that works within your budget. Follow this 10 step marketing program and produce your own winning marketing plan that's easy to communicate.

- 1.0 Introduction
  - 1.1 The marketing concept [Exercise 1](#)
  - 1.2 The art of marketing
- 2.0 What the heck is marketing really?
  - 2.1 Definitions of Marketing
  - 2.2 The Marketing Mindset
  - 2.3 Positive Marketing Mindsets [Exercise 2](#)
  - 2.4 Self promotion [Exercise 3 & 4](#)
- 3.0 The fundamentals of marketing [Exercise 5 & 6](#)
- 4.0 The Ten Step Marketing Mastery Program - Introduction

- 4.1 Marketing Strategy - Why it is so important?
- 4.2 Don't make the wrong marketing assumptions before you start [Exercise 7](#)
- 4.3 The Ten Step Marketing Mastery Program [Exercise 8 to 22](#)
- 5.0 The marketing mix [Exercise 23](#)
- 6.0 The marketing budget [Exercise 24](#)
- 7.0 The Dynamic Marketing Plan (DMP)
- 8.0 The six major components of a DMP
- 9.0 Marketing strategy
  - 9.1 Action plan [Exercise 25](#)
- 10.0 Summary



## Module 7: Customer Service

Achieve outstanding customer service that generates repeat business and referrals. Generate your own outstanding customer service plan using this 4 step program. Make customers smile.

- 1.0 Introduction
- 2.0 What is customer service?
- 3.0 Customer Satisfaction
  - 3.1 The four levels of customer satisfaction [Exercise 1](#)
  - 3.2 Satisfaction of needs [Exercise 2](#)
- 4.0 The fundamental law of the customer
- 5.0 Why the customer is the most important person in your organisation and why you should worry about customer service.
  - 5.1 The bottom line impact of customer service
  - 5.2 Poor service and the power of negative W.O.M [Exercise 3](#)
  - 5.3 The seven customer service facts you should know
  - 5.4 Customer service in Australia - How are we going?
  - 5.5 The customer service profile [Exercise 4](#)
- 6.0 The Ten Step Outstanding Customer Service Mastery Program [Exercise 5 to 15](#)
- 7.0 The Ten Key Service Activities [Exercise 16](#)
- 8.0 Results of O.C.S.
- 9.0 Case Studies
- 10.0 The customer service guarantee (C.S.G) [Exercise 17](#)
- 11.0 The Outstanding Customer Service Plan Worksheet [Exercise 18](#)
- 12.0 Summary



## Module 8: Brand Mastery

Why it's important to small business and how to develop your brand & maximise it's effectiveness, power and value. Follow the 10 step Brand program creating your own strong brand plan. Leap for joy with the increased value of your business!

- 1.0 Introduction
- 2.0 What is a Brand?
  - 2.1 Definitions of a Brand [Exercise 1](#)
  - 2.2 When defining your brand - Think of a Slogan and "Own a word or a phrase"
  - 2.3 Other important brand terms and definitions [Exercise 2](#)
  - 2.4 Customer and employee perceptions define a brand
  - 2.5 The six key principles of Branding
- 3.0 What are the 10 Major Benefits of a Strong Brand?
- 4.0 The Ten Step Branding Mastery Program [Exercise 3 to 8](#)
- 5.0 Two Case Studies in sensational Branding in Australia
- 6.0 The Dynamic Brand Plan (D.B.P) [Exercise 9](#)
- 7.0 Summary



## Module 9: Communication

You can be an effective, powerful and persuasive communicator. Follow this 15 step program and utilise your own communication mastery plan. Make sure your message is heard - shout it from the roof top!

- 1.0 Introduction
- 2.0 What is communication?
  - 2.1 The Three fundamental roles of effective business communication
- 3.0 The 15 Step Communication Mastery Program [Exercise 1 to 15](#)
- 4.0 Information is power [Exercise 16](#)
- 5.0 The communication nightmare in the marketplace
- 6.0 Your vocabulary directly affects your communication effectiveness
- 7.0 Ten ways to improve your written business communication skills [Exercise 17](#)
- 8.0 The communication acid test [Exercise 18](#)
- 9.0 How to write a Dynamic Strategic Communications Plan
  - 9.1 The nine key components of the Dynamic Communications Plan (D.C.P) [Exercise 19 to 28](#)
  - 9.2 The Dynamic Strategic Communications Plan [Exercise 29](#)
- 10.0 Summary



## Module 10: People Mastery

Make yourself and your team happy to achieve exceptional performance using the 6 step people potential program.

- 1.0 Introduction
  - 1.1 Why people are so important to your organisation
  - 1.2 Facts about people potential in business [Exercise 1 to 14](#)
  - 1.3 Discretionary Effort or "Employee Engagement" versus Mandatory Effort of Employees
  - 1.4 It's not about them, it's about you [Exercise 2](#)
  - 1.5 How to attract the right people in the first place [Exercise 3](#)
  - 1.6 It all begins with Visionary Leadership
  - 1.7 You have to give before you can receive.
- 2.0 The Goals of a "Full Potential Organisation"
  - 2.1 Understanding what makes people tick
  - 2.2 The Six Attributes of Full Potential People [Exercise 4 to 9](#)
- 3.0 The Six Step Full Potential People Mastery Program [Exercise 10 to 16](#)
- 4.0 Case Studies
- 5.0 Summary



## Module 11: Leadership

Action the 10 step leadership mastery plan and define your own Unique Leadership Edge. It's your business so lead the way forward such that others willingly follow.

- 1.0 Introduction [Exercise 1](#)
  - 1.1 Good leaders are made not born [Exercise 2](#)
- 2.0 Definition of leadership
  - 2.1 What is leadership?
  - 2.2 What leadership is not
- 3.0 Five styles of effective, successful leadership [Exercise 3](#)
- 4.0 The 10 Step Leadership Mastery Program [Exercise 4 to 18](#)
- 5.0 Research on Leadership

- 6.0 What some Great Business Leaders have to say about Leadership
- 7.0 Assessment of your Current Personal Leadership Effectiveness [Exercise 19](#)
- 7.1 Dynamic Personal Leadership Plan [Exercise 20](#)
- 8.0 Summary



## Module 12: Entrepreneurship

You define success and you make it happen via the 3 step entrepreneur program. Build a great business that will survive and prosper. Perform the impossible and make it look easy.

- 1.0 Introduction [Exercise 1](#)
  - 1.1 Good entrepreneurs are not born they are made
- 2.0 What is an Entrepreneur and what is Entrepreneurship?
  - 2.1 The Successful Entrepreneur's Mindset
- 3.0 Definitions of Entrepreneurship
  - 3.1 The Ten Step Entrepreneurs Mindsets Program [Exercise 2 to 10](#)
  - 3.2 The Ten Primary Psychological Success Drivers or Motivators [Exercise 11 to 13](#)
- 4.0 The Ten Strategies for Entrepreneurs Program [Exercise 14 to 23](#)
- 5.0 The Ten Step Entrepreneurial Treasure Chest Program [Exercise 24 & 25](#)
- 6.0 The Two Essential Ingredients of Entrepreneurship: Risk Taking & Ideas [Exercise 26 to 29](#)
- 7.0 Lets learn from Ten Entrepreneurial Masters. What are their personal tips on entrepreneurship?
- 8.0 Summary



## Complete Programme: Modules 1 to 12

The key to your future is to progressively apply all 12 Modules within your business. Put a value on your future and compare that value with this special price: 12 Modules for the price of 10. Alternatively, compare this with the cost of an MBA course!

Remember this is action learning so you are applying the program within your business to gain benefits as you progress through the Modules. You are not losing income generating time because you can work anytime from any location.



## Online Coaching for Modules

Online coaching for any one or several Modules is optional. There is a fixed price for your coach to review your work in each Module and provide constructive guidance and ideas.

Like a sports coach you will be motivated and guided through Modules to achieve your personal best. Typically each Module includes a number of exercises or steps where you input the information (ideas, objectives, estimates, etc). Each step includes the facility for comments from your coach input online, and you have the opportunity to revise your inputs accordingly.

# SME Business Mastery eLearning Programme



## Telephone Coaching Sessions

Optional one-on-one telephone coaching sessions up to 2 hours each. Order as many sessions as you want or none at all. Meet face-to-face by arrangement or at group events.

Like a sports coach you will be motivated and guided through Modules to achieve your personal best. Maximum benefits are achieved with 2 hours per Module for business owners that have big ambitions.

You can build a relationship with your coach over time who will typically become a friend that shares your trials and jubilation.

Telephone sessions are arranged at mutually convenient times. Voice over Internet Protocol (VOIP) calls are an option that eliminates phone charges.

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If this sounds like what you've been waiting for, call us now on +61 8 **9271 7661** to find out just how little you need to invest to blueprint and build your dream business, with or without input/assistance from us.