

The Entrepreneur Handbook

How to GROW Your Business: mindset, strategy and implementation

"You have built your business at lightening speed!" This is the exclamation we hear from businesspeople in all types of industries. Then they ask, *"How did you do it?"* Everyone wants the secret to success.

There is no one secret to success. Instead you must acquire a combination of skills and knowledge in order to GROW your business whether slowly or at lightening speed.

Because the same question is asked continually, we have documented everything we have learned during the first five years. Included are the specific skills and strategies that made a huge difference in our business growth for you to learn and duplicate. We are driven by helping our clients be successful in their own right.

Our uniqueness is we teach the secrets of top sales-producers in Corporate America (our background) and combine them with marketing and entrepreneurial skills to provide you with a one-stop-shop for accelerated business growth.

The following is a summary of chapters showing what you will get in the handbook:

1. Formulate your idea and establish leadership qualities
2. Your mindset affects your outcome – develop the perfect business model, keys of relationship selling, become unstoppable, and knowledge of fatal errors to avoid
3. Building business at lightening speed – everything you must have in place in order to create and be prepared for your success
4. Creating connections – how to attract the right clientele
5. Relationship building – examines all methods for communicating and the "how-to". Shared are the typical errors made which kill the sale. Learn instead, how you can further the sales cycle by using these techniques.
6. Business analytics – how to work with objections, unreasonable people, slow times. Recognize how and when to re-strategize your business for steadier growth.
7. Your dynamic business – business strategies for a greater Return On Investment (ROI).
8. Further strategies for success – implement these 5 strategies and you, too, will be sailing at lightening speed!

NOTE: The MP3 files contain the exact same information for travel and to accommodate your learning styles. When you order the MP3 files, they will be sent through another system.

We model what we teach - and that is we over-deliver on value. Every avenue of Smooth Sale does just this. Here are testimonials about our workshops and classroom instruction. You will find the same said about the manual:

Testimonials:

"You delivered information way above and beyond all of your competitors that I have ever witnessed in my long corporate experience. You are very generous with giving value to the extent of which I have not seen before. You offer and demonstrate the meaning of integrity and credibility."

- Kathy Klotz-Guest, Powerfully Funny

"You gave away so much information, you should charge double."

- Steve Wilcox, Financial Services

- Douglas Schwartz, Sterling CI

"Thank you for the invaluable advice. I have so many ideas from your seminar! I thought it was very informative, and a blessing that we were such a small group. I loved getting input from everyone. It was like brainstorming! I can honestly say that was one of the best seminars I have been to. It was so personalized, the value was tremendous. Thank you."

- Julie Stern / Mortgage Loan Consultant

Questions? Email elinor@smoothsale.net or call **800-704-1499**

Order your copy today so you too may GROW Your Business at Lightening Speed!