



# BUSINESS GROWTH COURSE

## PROVIDING THE FOUNDATION FOR YOUR BUSINESS SUCCESS

Are you frustrated, tired, lacking business performance, or challenged with growing your business? Is your business relatively new where you find yourself trying to manage everything, but not sure if it's the right thing? The daily responsibility of generating revenue, managing people, and restricted organizational resources can keep you working in your business rather than on your business.

### IT'S TIME TO FIND AN ANSWER!

These challenges can be overcome, your life can be more relaxing, more rewarding, and business more profitable by focusing on the eight key foundation blocks for successful businesses. Stop chasing the crisis of the day! Whether your business is new or a multi-generational family owned organization focusing on these key components will drive positive results to business growth, profitability and your work/life balance.

### THE PROGRAM

The Business Growth Course is delivered through eight separate two hour classes providing a solid understanding of how to effectively utilize the information to positively impact your business performance. The Course topics include:

- CULTURE
- PERSPECTIVE
- PLANNING
- BUSINESS METRICS
- CUSTOMERS
- MARKETING
- SALES
- CONSTRAINTS

In addition, each business participant receives an individual ninety minute **Strategic Assessment** specific to their business and a personal **TriMetrix EQ Assessment** that provides valuable insight to your management and communication style with Certified Business Coach, Richard Barbercheck.

Participants receive a hard copy of all course materials. Throughout the course you will complete exercises that develop specific direction to capture immediate value for your business.

The course may be presented on-line, in-person, or both depending upon the characteristics of the class participants. All classes are recorded and available to participants.

**READ THE FOLLOWING COURSE DESCRIPTIONS THEN  
REGISTER TO ACCELERATE YOUR BUSINESS SUCCESS!**



### **CULTURE – EXCEL AT COMMUNICATIONS AND INTERACTIONS**

Understanding the behavior and communication styles for you and your team is critical to achieving the best business culture to drive performance. This class sets the stage for how to be more effective with communication and interaction with clients, vendors and staff.

### **PERSPECTIVE – ENERGIZE YOUR ENTREPRENEURIAL SPIRIT**

How you think about your business environment impacts your decisions and your level of success. This class aligns your perspective with your business position in the Business Life Cycle, your Roles and those of your team members, and the Goals you've established to achieve maximum results.

### **PLANNING – A GOAL WITHOUT A PLAN IS JUST A WISH**

It's important that we have a personal and business plan to achieve our goals. In this class you will quickly develop your own personal and business strategic plans.

### **BUSINESS METRICS – WHAT GETS MONITORED, GETS DONE**

The financial and operational metrics in business can be confusing. By removing the mystery, we provide a clear perspective on what's important, then you can focus on the "Right" metrics without all the noise.

### **CUSTOMERS – WHO REALLY IS YOUR CUSTOMER?**

Getting to know your ideal customer definition helps you find and focus on the right prospects to grow your business. Here you will clearly identify your most valuable customers, internal and external.

### **MARKETING – MESSAGING, POSITIONING, AND BRANDING**

It's all about answering the questions and concerns of your prospects and clients. How well do you really know them? Clarity is provided on how to reach that elusive market.

### **SALES – THE LIFEblood OF YOUR BUSINESS**

Sales is about the effective execution of a sales process. This class will allow you to fine tune your sales process while learning to "ask more" and "tell less" driving your sales to new levels.

### **CONSTRAINTS – REMOVE THE OBSTACLES IN YOUR WAY**

In today's world, it seems as if business flows at the speed of light. But in your world business can only move at the speed of your biggest constraint. Here you will learn to identify it and remove it. Thereby, accelerating your success.

**REGISTER NOW! ACHIEVE THE RESULTS YOU DESIRE!**

**CONTACT RICHARD TO START ON YOUR PATH TO SUCCESS!**

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