

the
GROSS
PROPHET **Plus**



**Includes ongoing
business coaching
support over 12
months to make
sure you get the
right results**

For a bigger, better
business that is easier to
run, more fun to run and
much more
profitable.....

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How much more money could your business be making for you?

How much more free time could you have if you could pay someone to do the jobs you don't like doing?

Could you franchise your business?

Could you sell your business?

Could your business run without you for three months or more?

If you are still doing the same things in the same way and getting the same results and you are entirely happy with those results - bottle it and sell it or at least franchise it!

If you are less than totally happy with the results, make a conscious decision today to change what you do, make more money, free yourself from your business and choose what you want to do.

To start the process of change we have carefully crafted and developed a programme *and* support package that will help you to make the first step towards choosing how much money you make and how much time you will have – in other words freedom from your business.

We call the programme The Gross Prophet because the surest way to making more money is to increase your Gross Profit both as a percentage of sales and in real money terms.

Other modules can be added later – such as the development of operating systems that free you from the day to day involvement in your business - but let's get going to make some **more** money first.

The core Gross Prophet programme has been developed over the last 22 years bringing together a range of proven and innovative ways of helping you – the business owner - to move closer to financial freedom.

A Lasting Fix

This is not a quick fix. It is a lasting fix. One that is built on the firm foundation of a well thought through marketing plan and subsequent marketing communications and sales plan - a marketing plan that helps you to identify where and how you should invest your money and effort to get the very best return on that investment.

A marketing plan that is measured, continually worked on and becomes an integral part of your business and above all a marketing plan that brings you sales, brings you more sales, brings you profits – profits that you can use to make your business bigger, more valuable, easier to run, more fun to run – profits that can release you from the activities that you don't enjoy – profits that bring you freedom.

Here's the deal

We work with you to develop a plan to make you much more money and to give you more time. Then we provide you with support to implement that plan. We provide ongoing mentoring and coaching support over 12 months to keep you on track, motivated and informed.

We fully expect you to make an increase in gross profit at least equal to our fee – if it doesn't and subject to some very basic rules, we will give you a pro-rata refund. So it's a win win situation for you. (see rules!)

The programme runs for at least 12 months but most of the more intensive work will be done in the first eight weeks to get your plan in place. After the initial planning phase, we will take on more of a coaching role to motivate, guide and support your ongoing development. Motivational and educational coaching can continue for as long as you like, but within this programme it will be available for 12 months.

Return on Investment

We are very, very serious about your return on your investment. Your marketing plan will be set out in a way that clearly shows all of the costs of each activity, the estimated number of selling opportunities that will be created, the conversion rate from each lead and the value of a sale so that we can estimate how much income and profit you will make from each investment in each marketing channel. Then we measure it - and the variance and take appropriate action.

This programme is no exception. We will measure the return on your investment in this plan too.

Remember, we also give you a guarantee that you will pay for the programme in the first year with increased Gross Profit – or we make up the difference

This is what you get and the ways you get it

These are the main activities in our core Gross Prophet programme. It is flexible and will be altered to meet your needs exactly. Delivery will mainly be by telephone, e mail and Skype but face to face meetings can be arranged if you prefer. Ongoing coaching will support your implementation.

When*	What	Outcome
	Financial benchmark audit to establish current trading position, gross profit by product/service; overhead costs and net profit	Financial basis to be used to measure the results of our work together at each quarter and at the year end
	Basic ratios, credit control procedures and accounts receivable	Collection of outstanding debts; policy & procedure to collect debts sooner; understand the basic health of the business
	Establishing your vision for your business. Establish your exit/succession wishes.	Defined desired set of scenarios for us to work towards and if applicable a specific end date
	Development of What if trading profit loss and cash flow model leading to setting sales objectives	A simple forecasting tool that will allow us to see the financial impact of making changes in key areas of your business. Helping us to define goals and sales targets. Establishing a trading, profit loss and cash flow forecast for up to three years ahead.
	Establish some SMART goals for you and your business	SMART goals relating to key business figures – eg Sales, profit And key personal goals
	Objective review of past marketing activity and marketing communications	We will see what has worked and what hasn't! We will also be able to test marketing communications for relevance and appeal
	Analysis of customer base and GP contributions	It is often a big surprise to find out who is giving you the most profit and this analysis identifies those customers and why.
	Analysis of products and services and GP contributions	This forms part of the invaluable What if? Model and shows you where you which products make the most contribution.
	Competitor analysis	This analysis ranks you amongst your competitors against a number of criteria that you select.
	Review of pricing strategy	Clarity about the basis of pricing and understanding about elasticity of demand
	Review of distribution strategy	Identifies location of customer base and logic of logistics!
	Organisational structure, people and HR review.	This analysis identifies the internal supplier/customer relationship; strengths of the members of your team and your ability to implement change.
	Two proven workshops packed with information and development tools	Knowledge, skills, tools, processes, proven systems to succeed
	Coaching objectives and ongoing coaching	Establishing a timetable and clear objectives for a series of coaching sessions to follow the workshops.

*Timetabled 1:1 sessions to suit you

Planning & Development Workshop 1

When	What	Outcome
	What is a marketing plan and what is in it?	Understanding the business planning and marketing planning process.
	Why and how your individual and collective attitude affects outcomes – and profits	The right individual and collective mindset to move forwards profitably.
	Collective agreement on where we are all heading – exactly, quantifiably and when	SMART goals that everyone understands, agrees to and is committed to
	Looking at strategic planning options and deciding on which approach suits us all best. Specifically deals with which prospects are we going to target , which products and services should we promote and in what order should we implement activity.	We will look at optional strategies in at least four different ways and end up with a clear understanding of the way forward that is best for you and your business. This includes two unique approaches developed by SDG.
	What are you best at doing?	Identifies your key strengths and some of the ways to build on these. A bit like SWOT but better!
	We can choose who we do business with. In an ideal world what characterises the customer you will choose?	A profile of the customers and types of customers that we would like to work with and a strategy to get to them
	What are the best routes to your chosen customers? Some are more appropriate and cost effective than others	Definition of which channels we will be using and the various combinations that will create best return on investment. Includes social media.
	Development of an operating plan: Using our unique ROI planning system, we will develop a “big picture “ action plan to guide daily activity that will help you to reach your goals. We will also develop specific, detailed project plans that will form part of your marketing manual	A route map to a bigger, better business that is more profitable, easier to run and more fun .

Planning & Development Workshop 2

Month 1	What	Outcome
	Learning to speak <i>customer</i> . An understanding of the language to use when speaking to customers – through any mix of media	Clear definition of why customers buy what we sell - features and benefits. Core principles of successful selling
	What do customers get when they do business with you?	A strong and possibly unique selling proposition that makes your marketing communications so much more effective and your product and service more compelling
	Delivering consistent service	A customer service system that works all the time , every time and brings more and more added money for value
	Keeping in touch with customers selectively and according to their value and potential value to your business	Our KIT© System applied to your customer base will ensure that your existing customers stay loyal
	Turn customers into sales people for your business	A formal business referral system to ensure that you get plenty of new customers referred to you – of the sort that you want.
	Selecting and using a contact management system	A simple and cost effective way to manage customer and prospect contacts and to run campaigns
	Refining your ROI marketing plan & developing additional project plans	Learning to evaluate the effects of your plan, delegating activities, making it easier to implement and more profitable.
	Setting ongoing coaching timetable and objectives	Step by step objectives for the balance of the year
	Conduct annual review and assessment of performance	Assess impact of the programme

Following the completion of the two workshops and your ROI marketing action plan, ongoing coaching and mentoring will help to keep you on track. Regular contact will help you to complete the actions that take you closer to your objectives

Anything Else?

You may want some help with other aspects of business development – these are just some of the areas in which we can help directly, but please let us know about any other help that you need because if we can't deliver it, we probably know someone who can help.

Social Media Strategy
Managing the sales force
How to get PR and Media Coverage
Setting up a telesales operation
Telephone sales training
Field sales training
Recruiting sales people
Franchising your business
Setting up employee reward systems
Time management
Organisational structures
Operations Manuals
Preparing your business for sale
Managing e mail campaigns
Internet marketing
Opportunity Rings

Rules

There are very few rules about our guarantee.

- If you join the programme you agree that you have read, understand and accept the rules
- You keep mutually agreed appointments and on line meetings
- You implement the agreed action plan
- You remain with and pay for the full cost of the programme over the agreed timescale
- There are no significant or extraordinary events within the business or affecting the business

Our Guarantee

Provided the rules have been followed we guarantee that you will make an additional Gross Profit at least equal to the amount you have spent with us in the 12 month period following the start of your programme. You will be entitled to a refund of fees to make up any shortfall in Gross profit to cover the fees you have paid subject to the rules above.