

bizIQ Programme



Are you driving your business or is it driving you?

Most small business owners end up being driven by their businesses rather than the other way around. In fact, instead of directing their business, they simply have a job!



Statistic...

Only 1 in every 100 business owners will ever create the wealth, lifestyle or level of success they are after. Do you want your business to be the one that bucks the trend, or will it end up being left languishing with the other 99 that are continually struggling to get ahead?

Your business is either growing, or it is dying...

In business, just as in life, you can't stand still. You are either getting ahead and growing, or you are in a downward terminal spiral. Just look at the statistics that indicate around 80% of businesses fail within the first year. The key to long term survival is to focus on the direction you want your business to move in, and then to gather momentum to begin the journey.

How serious are you about your business?

If you are tired of simply surviving in business and are ready to take more cash, win more deals, dramatically improve your bottom line, and, to put it bluntly, get you business back on track, then the bizIQ Programme is for you!

bizIQ Programme...

Is the most practical, dynamic and profitable business, sales and marketing programme you will ever invest in.

During the programme you will learn more than 200 powerful strategies on how to turn your business into a profit machine. But more than that, you will have a coach to help you implement what you've learned.

You will also learn how to:

- Achieve more by improving your priority setting and time management skills.
- Define your unique selling proposition and turn it into a powerful competitive weapon.
- Dramatically increase your lead generation and conversion skills.
- Develop loyal, profitable customers who keep coming back.
- Understand cash flow, profit margins and other financial indicators.
- Hire, develop and retain the best people.
- Create systems that will allow the business to run without you.

It's not just about finding out what you need to do... you will leave this programme knowing *how* to do *what* you need to do to get ahead.



Contact bizHQ today to start your coaching journey!

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bizHQ
THE BUSINESS HEADQUARTERS

LET YOUR BUSINESS TAKE YOU PLACES

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Presented by Business and Executive coach Greg Mason, the Business Principals Programme is a 12 month programme that builds a strong foundation for a business around all the key fundamentals of a business.

How it works...

The format of this programme has proved to be highly effective as it focuses on one critical business concept each month, allowing the clients the opportunity to process and implement what they have learned in each session before tracking the next concept.

It is also a great networking journey to experience as the various business owners get to know each other through the programme and learn a substantial amount from one another.

The bizIQ Programme is a set programme of 24 two-hour sessions (2 sessions per month over 12 months) that lead you through the key components of running a business. Each month Greg will coach the group on a specific business concept. The first session each month will be theory-based will end with a list of activities for the business owner to implement in his or her own business before the next session. Where possible, the delegates will receive a complimentary book relevant to that month's topic. The second will involve coaching to iron out implementation challenges and answer questions that the business owners may have following the implementation of the business concept.

Anyone who attends this programme will also receive FREE access to our online coaching platforms that contain massive libraries of cutting-edge, world-class training, online lead generation systems, coaching resources, strategies, tactics and support.

Here's what we will cover in the 12 months....

- **Goals** – set your goals, company mission and vision and build a solid foundation for your company.
- **Time Management** – achieve more by improving your priority setting and time management skills.
- **Money Mastery** – understand profit and loss, balance sheet, break even, and how to budget for profit.
- **The Marketing Machine** – learn effective marketing strategies to attract prospective customers.
- **The Sales Engine** – techniques to sell, convert, overcome objections, ask questions and map sales process.
- **Customer Service** – make service a way of life to bring customers to you and to get them to buy more.
- **Systems and Processes** – create systems to run your business so you can work ON your business, not IN it.
- **Business Efficiency** – Improve operational productivity and delivery.
- **Team Talk** – build a dream team, learn to recruit, and become a great leader.
- **90-Day Planning Workshop** – create a 90-day plan of action to achieve your goals.
- **Cash Flow Management** – techniques and systems on how to manage your cash-flow.
- **Risk Management** – build controls into your business to limit your business risk.



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