



Acuity^{SME}

DETAILS

MONTHLY COACHING

A half day per month, every month in a supportive group environment, with a focus on education, action and results.

BENEFITS

A better organised, faster growing business with a clear strategy and direction.

WHAT'S INCLUDED

Expert coaching, access to online resources, light refreshments.

FEES

\$600 + GST per month

- ACUITY SME - GROUP COACHING FOR SMALL TO MICRO ENTERPRISES

Work with an experienced Acuity business coach each month to

- gain a better understanding of yourself and your business
- clarify your strategy
- develop new sources of customers and clients,
- learn how to convert more opportunities
- become more profitable
- win repeat and referral business

Working in a group of other small business owners, you will develop a network of colleagues, share learning experiences, and thrive on the motivating environment created each session.

A new topic will be introduced each month, with open forum sessions to ask any relevant questions, and clarify your understanding. At Acuity, we realise the importance of support from a coach, as well as from colleagues.

Modules each month



1. GOAL SETTING

Where are we going with this?

- Getting clear on the big picture
- Banana / Apple / Pear
- Rules of engagement
- Individual Agendas and setting clear expectations of the program structure
- Understanding the business lifecycle

2. BUSINESS MODEL AND STRATEGIC POSITIONING

There has to be a better way...

- Product – what do you sell
- Market – who do you sell to.
- Experience – what experience do you want your customers to have.
- Pricing – initial review of how we charge for our product.
- Clarity, focus, and alignment amongst the four components.

3. POSITIONING PART II

Are we all on the same page?

- Choosing which component of business model you are going to emphasise to provide you with a differentiator and a competitive advantage.
- Explaining what you do in 30 seconds

4. SALES

I've got my degree, but no-one taught me anything about selling...

- Learn our structured sales process called RAPPORT
- Convert more prospects in to clients
- Gain more confidence explaining what you do and the value you provide.

5. BUSINESS DEVELOPMENT

The power of relationships

- How to find new clients for your business
- How to generate pre-sold referrals
- How to boost your conversion rate while reducing your marketing spend
- What blocks people from referring to you

5. BUSINESS DEVELOPMENT PART II

Keeping the tap turned on

- How to cultivate relationships
- How to reward referrals
- How to
- What blocks people from referring to you

7. FINANCIAL INTELLIGENCE

Crunch the numbers, find the cash

- What is gross profit and why does it matter?
- Understand your different product GP's
- Understand the profitability of your client base
- Why is profit different to cash
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8. STRUCTURE

How should I spend my time?

- Assess key functions and those that need to exist
- Assess which functions require your input.
- Assess need for additional resources or capacity

9. CLIENT RELATIONSHIPS

Building loyalty and adding value

- Establish service standards
- Determine extras that build loyalty.
- Drive more referrals from your existing clients

10. NAILING THE PLAN

Two page plan for success

- The next 12 months
- Your top 5 priorities
- Your keys to success
- Counting the money