

# BRIDGE Series delivers a comprehensive system to gain control of your business and GROW it...

## Session 1

### **Know where you are going**

If you don't know where you are going, how will you know when you get there? We will help you chart your course.

- Vision
- Mission
- Core principles
- 90-day strategic plan

We will also help you understand and choose an exit plan. What are you going to do when it is time to exit?

## Session 2

### **Know where you are**

If you are going to build a skyscraper, you had better dig down until you hit bedrock and build a solid foundation.

- Revenue and profit budget
- Cash gap plan
- Break-even plan
- KPI (key performance indicators)

## Session 3

### **Lead with integrity**

Leading with integrity is all about making sure that you and your business deliver to your customers, suppliers, and team members exactly what they think they are getting....

- Leadership development
- Time management
- Business systems
- Lean manufacturing

## Session 4

### **Excellent people for excellent results**

If you want excellent results, you need excellent people.

- Hiring process
- New employee induction
- Team meeting rhythm
- Organizational plan

## Session 5

### **Profitable growth for longevity**

Growth is the key to the success of any business. Most businesses will grow to the level of knowledge of the owner and then will tend to stagnate until that knowledge level is increased or an external force is applied to push the owner to grow.

- Profit equation  
*A new way to look at the key drivers that can accelerate any business*
- Generating leads
- Lead conversion
- Average revenue per customer
- Gross profit  
*What it is and how you can use it to help with most business decisions*
- Fixed expenses  
*Where to find opportunities to reduce hidden costs*
- How to set up a marketing machine
- Testing and measuring

## Session 6

### **When your customers succeed, you succeed**

Your customers really do not care about what you have to sell... they only care about their own success. You must always work toward helping your customer succeed.

- How to target customers that want what you have to offer
- How to develop a killer sales process
  - Trust
  - Need
  - Help
  - Hurry
- The Rule of Threes

Contact Silver Bridge CPAs at 208.376.8808 for more information

