

# The *Business Edge* Programme

*...getting from where you are to where you want to be*

## What exactly is the 'Business Edge' programme?

Developed in conjunction with Steve Pipe, an internationally published business author and former UK *Entrepreneur of the Year*, the *Business Edge* programme is designed to help entrepreneurs turn their business dreams into reality. It does this by using a highly structured and super-intensive 2-3 day, 75-step process that helps you to probe for, identify and create breakthrough strategies for dramatically improving your sales, profits and prospects.

## What exactly does it cover?

The *Business Edge* programme is tailored to your specific needs and circumstances - so it is impossible to say at this stage exactly what it will cover. Even so, some of the key areas that it could cover if they are important to you include:

- How to set and achieve your personal and business goals
- How to identify and tackle the major challenges facing your business
- How to develop the key systems you need to make your business super-successful
- How to sell your products and services for what they are really worth
- How to win more customers - and earn more money from them - than ever before
- How to develop sales systems that slash your advertising costs to zero
- How to never lose another customer ever again by making yours the most talked about customer service in your industry or area
- How to tap into the enormous hidden potential of your team so that you stay many steps ahead of your biggest and best competitors
- How to add at least £10,000 to your marketing budget - without it costing you a penny!
- How to turn all the great ideas generated into action and results
- And, above all, how you can build a more profitable business that is worth much more when you come to sell or retire, turns your business goals and dreams into reality and gives you the time and money you need to enjoy all the other (non-business) things that are important to you.

## Will it work for you?

Categorically YES. What's more, we are so confident that it will add massive value to your business that we would like to give you an **unconditional 100% money back guarantee**.

In other words, in the unlikely event that you are not completely delighted by the end of the programme, we will refund every single penny of your *Business Edge* investment.... with no hassle and no questions asked. You can't ask for fairer than that, can you?