



*Master of Business*  
PAUL HENSHALL

## ***Master Your Business Workshop Series***

The ultimate training for success in small business

This 10 part course has been designed to turn anyone in any industry into a small business expert.

The series consists of 10 sessions with each session focussing on an essential aspect of every small business. Each session delivers a comprehensive insight into the specific business topic and explains real-life strategies to implement. Together the sessions combine to cover the full gamut of knowledge required to drive and grow any small business to outstanding levels of success.

***The session topics (in order) are;***

- |                               |   |
|-------------------------------|---|
| <b>1. CASH Mastery</b>        | <i>Managing the lifeblood of your business</i>                      |
| <b>2. PROFIT Mastery</b>      | <i>Building sustainable profitability into your business</i>        |
| <b>3. LOYALTY Mastery</b>     | <i>Getting your customers returning again and again</i>             |
| <b>4. SALES Mastery</b>       | <i>The science of selling in any environment</i>                    |
| <b>5. LEAD Mastery</b>        | <i>Generating NEW leads into your business</i>                      |
| <b>6. REFERRAL Mastery</b>    | <i>Using your Networks &amp; Connections to build your business</i> |
| <b>7. ADVERTISING Mastery</b> | <i>Effective design, placement and testing of your advertising</i>  |
| <b>8. SERVICE Mastery</b>     | <i>Delighting your customers with outstanding service levels</i>    |
| <b>9. TEAM Mastery</b>        | <i>Attracting and retaining your dream team</i>                     |
| <b>10. SYSTEMS Mastery</b>    | <i>Building processes to run your business consistently</i>         |

Each session runs for 3 hours, although we recommend 4 hours to ensure your participants are able to interact, discuss common issues and meet with key business people from their industry or local area at the conclusion of each workshop.

The course is both comprehensive and extremely practical. Participants leave with the knowledge and confidence to implement business improvements immediately, producing real results.

*One business owner shared with us that by adopting just one of the strategies learned in a Master Your Business workshop he had attended that he had earned an additional \$20,000 in sales.*



## *Master of Business* PAUL HENSHALL

The *Master Your Business Workshop Series* has been written and developed by Paul Henshall MBA AIMM. Paul is a 20+ year veteran of small business ownership, development, mentoring and coaching, Paul's extraordinary business knowledge and insights now place him as one of the Australia's top business coaches.

Paul has presented to and led business groups throughout Australia in Financial Intelligence, Marketing, Sales, Customer Service and Team Building. Paul is passionate about driving the economic success of small business.

***To add value to your participants, anyone who attends the course is able to contact Paul personally between sessions to assist with course comprehension and to optimise their strategy implementation.***





## Course topics and a summary of content

1. **CASH Mastery – *Managing the lifeblood of your business***
  - Analysis of the business model and the FIVE crucial areas within the business cycle.
  - How and where your profits are made.
  - How cash is consumed and where it can be saved.
  - How to set your price point and eliminate discounting
  - Where your business adds value to its clients and how to add even more for no/low cost.
  - How the Profit & Loss statement, Balance Sheet and Cashflow Statement link together,
  - How to use your financial reports to manage your business.
  - How to write a simple but effective business plan
  
2. **LEAD Mastery - *Generating NEW leads into your business***
  - Where lead generation sits in the success of your business.
  - Understanding the difference between Marketing and Sales...where does one stop and the
  - How to generate fast and effective results at low or even NO COST.
  - How to turn EVERY lead generation strategy into a positive return.
  - How to build a successful multi faceted lead generation plan for your business.
  
3. **CUSTOMER LOYALTY Mastery - *Getting your customers returning again and again***
  - How to build anyone through the LADDER OF LOYALTY
  - How to motivate customers to return to you
  - How to quantify the value of your client base
  - How to use your existing client base to determine all your FUTURE marketing direction
  - How to use the 80/20 rule to categorize your customers
  - How to determine what strategies to employ with each customer category.
  - How to use constant and effective communication techniques including the growing use of Social Media and Web-based applications.
  
4. **PROFIT Mastery - *Building sustainable profits into your business***
  - How to accurately MEASURE profit
  - How to use your own Profit & Loss statement to set profit & revenue targets
  - How to build a Profit budget
  - The FIVE key factors to achieving profits
  - How to measure and grow the MARGINS in your business
  - How to achieve a 61% increase in your bottom line profit
  - How to keep growing your profits each year.



5. **REFERRAL Mastery - *Using your Networks & Connections to build your business***
  - How to determine you're ideal customer
  - Who to target to get referrals
  - When to target to get referrals
  - How to determine Acquisition cost and Lifetime value.
  - How to EARN a referral,
  - The TOP FIVE strategies to employ to produce referrals for your business.
  
6. **SALES Mastery - *The art of selling in any environment***
  - The 5 steps in EVERY sales process to maximize your conversion rate.
  - How to build rapport
  - How to use NLP and DISC to understand and communicate better,
  - How to present quotes and build sales scripts
  
7. **ADVERTISING Mastery – *Effective design, placement and testing your advertising***
  - How to write successful ads to attract the right prospects
  - How to measure the results of advertising
  - How to determine which advertising medium is right for you
  - The Dos & Don'ts of everything from TV to the local school Newsletter.
  
8. **WOW Mastery - *Delighting your customers with service***
  - How to identify and optimize the critical MOMENTS in the mind of the customer.
  - WHY it's crucial to EXCEED customer expectations
  - How to build CRITICAL NON-ESSENTIALS into your business
  - How to build and ARMY of RAVING FANS.
  
9. **TEAM Mastery - *Attracting and retaining your dream team***
  - The key steps to building your dream team
  - Identifying what motivates people to work for you and
  - How to become an EMPLOYER OF CHOICE
  - How to build the business culture you want
  - How to use behavioural profiling to identify the right person for the right position.
  - The SIX keys to a WINNING TEAM and
  - The 4 hour recruiting system
  
10. **SYSTEMS Mastery - *building processes to run your business consistently***
  - How to identify the FOUR key AREAS to systemize
  - The NINE steps to implementation. You'll learn
  - How to determine who should be doing WHAT in the business. You'll also learn
  - The process to develop and document each and every PROCESS
  - How to systematically extricate yourself from the business whilst still maintaining profit.