

# Business Effectiveness Series

Meet with five other business owners and executives, every week, in a private setting, facilitated by a licensed business coach, and significantly improve your business and your life.



## 7 Reasons Why You Should Join Us

(See page 2 for more details)

1. You will learn multiple strategies to **make your business perform better**.
2. You will **grow your business** by learning more **effective marketing & sales** skills.
3. You will **hire, train, and manage your staff better**.
4. You will **systemize your business** so that **it works** - and **you can work less—and enjoy your life more**.
5. You will be a part of a **confidential environment** to gain from the **input and knowledge of other area business leaders** who share the same challenges that you have.
6. You will **become a better leader**.
7. You will **stop procrastinating** - and start taking better **ACTIONS** that move your business to where you want it to be.

- Classes **limited to SIX business owners - from different industries**.
- All participants are required to sign **confidentiality** agreements.
- Series will consist of **13 weekly two-hour group sessions, followed by one private two-hour session** with your personal licensed business coach to develop your individual plan.
- Reservations will be on first-come, first-served basis and sessions will start February 2012
- **Location:** Marshfield, MA
- **Cost - ONLY \$1,295. (Also, ask about our \$100 referral fee)**
- **BETTER THAN MONEY-BACK GUARANTEE** - As with ALL of our programs, if you are not delighted, we will refund your money - and you can keep the materials!

Professional  
Business  
Coaches, Inc.



Call Bernhard Heine @ 781-319-9820  
...or email: [Heine@ProfessionalBizCoach.com](mailto:Heine@ProfessionalBizCoach.com)

# Details of the Business Effectiveness Series

## Course Overview

### I. Introduction

- A. Business Model
- B. Leverage

### II. Leadership

- A. Understanding Human Behavior
- B. Steps of Learning
- C. Change is VITAL to growth
- D. Your Reticular Activating System
- E. Vision, Mission, Values & Goals

### III. Marketing

- A. It's all about the customer!
- B. Essential Steps
- C. Why People BUY
- D. Marketing Physics & Ad Design
- E. List of Marketing Strategies

### IV. Sales

- A. Traditional Selling System versus Traditional Buying System
- B. Communication Process
- C. Sales system
- D. Prospect tracking system

### V. Customer Service

- A. Why Customer Service
- B. What customers REALLY want
- C. System to ensure great service
- D. Under-promise and Over-deliver
- E. Critical Non-essentials

### VI. Human Resources

- A. Organization Chart
- B. Hiring, Training, Motivating, Evaluating Performance

### VII. Financial

- A. Financial Statements
- B. Financial Ratios & Break-Even
- C. Key Performance Indicators

**In addition to the *knowledge* you will receive and the *relationships* that you will build with other business leaders over the 13 weeks of two-hour workshops, you will also receive:**

1. A binder full of course materials, handouts, and worksheets that you will refer to for years to come.
2. Three books:
  - *The E-Myth Revisited*—by Michael Gerber
  - *Jump Start Your Business Brain*—by Doug Hall
  - *Eat That Frog*—By Brian Tracy
3. A Business Effectiveness Evaluation report which examines nine (9) key operational areas of your business PLUS key financial ratios.
4. An Extended Disc® Behavioral Profile Analysis.
5. A private 2-hour session following the Series with your licensed business coach to develop your individual action plan.



## Business Coach Profile

**Bernhard Heine** has more than 25 years of experience in strategy development, training, engineering, consulting and project management. He is a licensed business coach with the **Professional Business Coaches Alliance** ([www.PBCA.biz](http://www.PBCA.biz)).

Prior to founding Professional Business Coaches, Inc. in Marshfield he was Executive Director for Strategy and Business Development for 8 years at **Textron Inc.** His responsibilities included: advising senior leaders, facilitating meetings and training sessions, leading strategic planning initiatives, conducting corporate and business strategy assessments, and screening attractive industry and business growth opportunities.



Prior to joining Textron he was principal at **Alliance Consulting Group** and worked with e-business strategy clients. Prior to that, he worked 6 years at **Coca-Cola** in Germany advising the CEO and his staff on restructuring the German bottling system and implementing new marketing and sales strategies. Before Coca-Cola he was a management consultant with the **Boston Consulting Group**, an international management consulting firm (also in Germany). Bernhard started his career at a marine transportation consulting firm where he worked globally on commercial ship building projects.

Bernhard holds a BS in marine engineering systems from the **US Merchant Marine Academy** in NY. He also holds an MBA from **Harvard Business School**. He is fluent in German, and lives with his wife and 2 children in Marshfield, Massachusetts.

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