



**STRATEGY GROUP INTERNATIONAL LLC**



*"TAKE CHARGE WITH RENEWED CONFIDENCE"*

**SGI BUSINESS OWNER DEVELOPER™**

## **ABOUT STRATEGY GROUP INTERNATIONAL**

Strategy Group International is a full service business services firm combining the best in strategic consulting, analysis and planning, with experienced business coaching. SGI's mission is to advance ownership decision making, drive management action, guide marketing direction and stimulate overall company performance for improved bottom line growth.

## **BUSINESS OWNERS DEVELOPMENT SERIES**

Strategy Group International has developed a series of dynamic, exciting and educational programs specifically developed for entrepreneurs and business owners of small to medium businesses.

Whether you attend an SGI seminar, workshop or boot-camp, each offering will be presented by experienced professionals with examples from their own successful real world business experience. Each of our offerings can be taken individually or as part of a series.

SGI offerings are presented in a comfortable setting, conducive to learning and with detailed quality material. Additionally, you will be given ample time to network with other business owners and build valuable relationships.

## **WHY ATTEND THE DEVELOPMENT SERIES?**

No one knows better than you just how difficult it is to start a business or manage one. As time passes the demands on your time, experience and knowledge continues to grow. Even with the success we all hope and plan for there are always new challenges that we need to face. There comes a time when we realize that we are working for our business rather than the business working for us. There also comes a time when we realize that as an owner, you must acquire additional skills, know-how and experience – **SGI can help!**

Through experience gained, combined with proven education, peer group networking and a desire to invest in knowledge, you will turn the corner and take charge with confidence.

**Your competition is not standing still, they are trying to better their positioning and skills - shouldn't you!**

## **THERE IS NO RISK!**

### **Double Unconditional Guarantee**

To demonstrate how convinced we are that our Business Owners Developer™ series will be the best business owners' education event you have attended, we offer you the following pledge:

We guarantee that you will walk away with several times your dollar investment in practical and applicable profit generating strategies for your business or *we will gladly provide you two additional series events of your choice at no charge!*

If you do not feel that you have received value from our Business Owners Developer series, *we will refund your investment and you can KEEP all of the handouts and materials.*

## **ON TARGET**

You will learn from experienced senior coaches and consultants who will combine theory with proven techniques and real-work experience in an atmosphere designed for maximum *on-target* contents.

Each offering provides every attendee with many opportunities to interact and network with like business owners and managers. Often long-term relationships are built that provide a lifetime of valuable exchanges.

## **BUDGET FRIENDLY**

Why invest \$495, \$750 or \$995 in seminar fees and other charges? Our powerful mixture of introductions, Seminars, Workshops and Boot camps are all affordable for an individual or organization.

## **TIME EFFICIENT**

SGI's educational seminars and courses, regardless of length or format, are designed to get to the point quickly and in a manner that allows for maximum retention.

[www.strategygroupinternational.com](http://www.strategygroupinternational.com) - PO Box 704, Morris Plains NJ 07950

**BUSINESS PLANNING AND ANALYSIS - PROCESS AND METHODOLOGY**

It is critical to the success of any business to first establish a solid foundation. As obvious as it sounds, it is most often overlooked. Two most important elements in establishing a foundation are "the plan", where the business owner must clarify vision and goals, how it will be achieved, time frames and estimates for profitability. Once the plan is worked the second most important process is "continuous analysis", testing and measuring, then fine tuning the business to insure a path to success. SGI's Business Owner Developer, a series of seminars and workshops, will show you the discipline and techniques successful business owners use, the why and how to create that desired path to success.

**HUMAN RESOURCE TRAINING AND DEVELOPMENT**

Successful organizations realize employee retention and talent management are integral to sustaining their position in the marketplace. Retaining high-caliber employees and closing the gap between just average and star performers, in today's labor economy, should be of the highest priority. SGI's Business Owner Developer series will show you how to implement and manage your most important resources by knowing your team better than they know themselves - maximizing strengths while minimizing weaknesses, determining career goals and setting career paths.

**MARKETING STRATEGY AND TACTICS**

Creating a personality for your business and having the market place reacting in the way that creates customer loyalty, is an important next step in the businesses maturity model. It doesn't require a major investment to create brand awareness, develop a winning image, generate a successful message that motivates buyers to act and communicate effectively to all of your constituencies. SGI's "Marketing Series" is a comprehensive collection of offerings that will give the business owner all of the confidence necessary to create a successful marketing, branding, public relations and communication program or the assurance required to expertly manage or motivate the internal and external marketing professionals they have engaged.

**STRATEGIC LEAD GENERATION AND SELLING**

Locating suspects, turning them into prospects and finally converting them to customers, by closing the sale, is very often an acquired skill for most business owners – not every owner can be a natural seller. Our series of seminars moves from strategy to proven tactics to implement an active "lead generation" program that identifies up to 99 proven sources of leads and how to maximize your return from each one. Our Selling series is a real confidence booster and includes secrets to close sales, selling approaches and methods to increase selling volumes. Become a seller or motivate others by attending the full series.

**Educational Events**

**Seminars:** \$59, 120 to 150 minutes, including all material, handouts and a light buffet

**Workshops:** \$199, half-day, including all material, handouts and a light buffet

**Boot Camps:** \$499, full day to 2-day, including all materials, handouts and meals

**On-Site Availability:** All formats are available to be provided on your site and to include large groups of your managers and staff. Ask about our special pricing and requirements

**Virtual Seminars:** Internet delivery formats available - "Webinars"

**Discounts Available:**

- Qualified Participants
- Group Discounts
- Non-Profit Organizations
- Multiple Participants - Same Company

**Six Steps To Massive Results**

