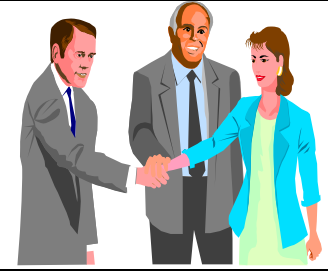




# Shepherd Business to Your Door

**Moving from Chasing Business  
to Gaining Business**



## Target Audience

Business owners, marketing/sales executives and professional-service providers who want to gain more opportunities and better results from their business-development activities.

## Proven Results

**Accelerate your business growth, gaining "good business"** by:

- well defining who you are and what you offer as a business,
- honing in on your best customer sources and opportunities,
- targeting and serving the right customers in the best ways,
- obtaining better, faster, even bigger buyer commitments.

**Growing and maintaining your business** in today's challenging economy takes more than just effective sales and marketing techniques. Today, it's more about powerfully differentiating and messaging your value-added in ways that create a compelling reason for buyers to buy.

This progressive, profound, and practical **two-day seminar** will help you **develop the right message, offerings and relationships for your business**, focusing your time and resources on your best opportunities.

## Invaluable Content

### **WHY Should Customers Buy From You?**

- ❖ Find the Essence of Your Business
- ❖ Craft a Powerful, Compelling Business Mission & Message
- ❖ Gain an Even Deeper Sense of Your Mission through Your Vision
- ❖ Be Clear & Certain About Your Value & Contribution
- ❖ Portray a Powerful Presence around a Consistent Message

### **WHO Is Your Customer and WHAT Do You Offer Them?**

- ❖ Target and Cultivate Quality Customers
- ❖ Create Value-Added Offerings towards High-End Needs
- ❖ Develop a Growth Strategy for Your Business
- ❖ Position, Package & Price Your Offerings for High-Value
- ❖ Distinguish Yourself from the Competition

### **WHERE is Your Business Coming From?**

- ❖ Generate Desirable Business Opportunities
- ❖ Develop Direct and Indirect Approaches to Building Business

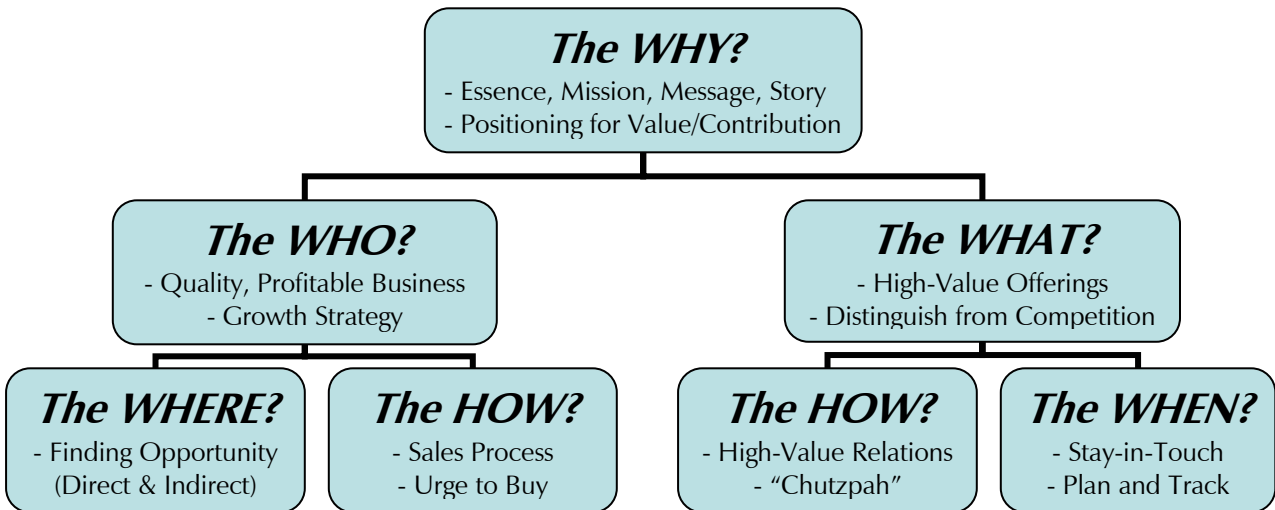
### **HOW Do You Get Your Customers to Buy?**

- ❖ Build a Winning Sales Process
- ❖ Build and Maintain High-Value Relationships
- ❖ Generate a Compelling Reason for Buyers to Buy
- ❖ Use "Chutzpah" as a Marketing Methodology

### **WHEN Do You Contact Your Targets**

- ❖ Follow a Disciplined Stay-in-Touch Contact Plan
- ❖ Forecast & Track Your Business Revenues

# **THE SHEPHERDING BUSINESS MODEL**



## **Program includes:**

### **Course Package:**

- Two (2) full-day intensive workshops with Day 1 focused on your business **Why & Where**, and Day 2 on your business **Who, What, When & How**. (An optional third day also available to delve deeper into the **How**.)
- Two pre-work questionnaires honing in on the **Why, Who** and **What** of your business, from which you will receive direct one-to-one coaching during or after the workshop.
- One 30-minute private coaching session on the application of your learning.
- A 120-page comprehensive workbook to use throughout the program.

### **Coaching Package:**

- Recommended three, 1-hour tele-classes; conducted after the workshops.
- Recommended two additional 30-minute private coaching sessions, to be held between tele-classes (this could include sending me your marketing/collateral materials or business growth strategy for review and feedback).

## **Dates & Location:**

**Sat., May 15 2004** (Day 1) and **Sat., July 17, 2004** (Day 2) at the **Summerfield Suites Hotel** in Waltham, MA. Times are 8:30AM to 5PM. (Behind the Waltham Westin Hotel on Fourth Avenue, off Third St, off Totten Pond Road, off Route 95 (128). The hotel number is 781-290-0026).

## **Program Leader:**

**Harvy Simkovits, CMC**, works with ambitious, yet frustrated company owners and professionals who want to *be their best* and *win more at business*. He does this through his simple and profound approaches to grow a business. For over 20 years, Harvy has assisted firms to rise into the mainstream, or above the pack, in their business playing field. He has boiled it down to easy, useable and proven concepts and exercises that will help you gain "good" business in today's cluttered and noisy marketplace. Harvy is a Board Member of SBANE, RBA & NSANE, and a Mentor-Coach in the Executive Coaching Institute.

## Testimonials to Business Wisdom's Shepherding Business Approach

*In a very short amount of time you brought instant clarity to my business from which I was able to make immediate and profitable adjustments. I'm going to act on every piece of your coaching; your advice should be heeded by everyone!*

David Hamacher, President, Communicon Consulting Group, Inc.

*Harvy, I found a gem in you when I was looking for someone to help me clarify the essence of my business. You are a quick study of the situation and can distil abstract information into concise, actionable business language. I can now articulate in a very powerful way the purpose of my work and, most importantly, the benefits to my customers. Professional, creative, an energizing force with a good sense of humor is how I describe you to others. Thanks to you I can now go work on my logo and marketing material with the clear direction you have given me. You are terrific!*

Barbara Callan-Bogia, Principal, Callan Consulting (and President of NSANE)

*Harvy, I want to thank you for your expertise and guidance in helping me think through the positioning of my new consulting business with prospective clients. With your insight and experience you were able to move me from a complex model to one which can be described in a meaningful but straight forward way. This will provide me with a strong foundation as I move forward and create marketing and other collateral materials for the business. I very much appreciate your very practical contribution.*

Peter Cowern, President, Dynamic Business Solutions

*Thank you for a most enlightening and useful workshop. You gave me a lot to think about and more important, a lot to do. I thank you for a most thought-provoking and educational day, that I'm sure will "Shepherd Business to My Door."*

Richard Brenner, Principal, Chaco Canyon Consulting

*Thank you for your help in constructing a business mission statement that rings true for me, and I love the tag line and brand image that "came" to me during the workshop.*

Charles Jones, President, Looking Glass

*Harvy helped us to see our options and opportunities differently and much more clearly than we ever had; and we found it much easier to take effective action faster.*

Steve Lishansky, President, Success Dynamics (and Past-President of NSANE)

*Harvy has been extremely influential in identifying untapped opportunities for my practice. His expertise was critical to the creation of a unique and effective business-development plan.*

Gina Ghioldi, President, The Law Office of Gina M. Ghioldi, P.C

*Through your guidance, I was able to rewrite my business mission, realize my hidden assets, and have a better idea of what I want out of my business."*

Barbara Augello, Director, Cape Cod Wellness

*I found your course to be a powerful program where I gained insight & clarity on the value I offer to the business world.*

Crista Salvatore- Vice President of Sales/Marketing, TravelNet Central, Inc.

*Harvy has helped me give birth to a powerful and impactful business mission and branding!*

Laurie Wessels, VP, Success Dynamics

*Thank you, Harvy, for refocusing my business development efforts towards areas of greatest value, mining my best assets for profitability and migrating my offerings into most desirable arenas.*

Diane Ripstein, President, Diane Ripstein Consulting

*Your insight helped me to clarify where I need to focus my professional energy, and gave me the psychological boost that I needed. I am using that wisdom to jump-start my new fiscal year."*

Ken O'Quinn, President, Writing With Clarity

4 Angier Rd, Lexington, MA 02420 \* 781-862-3983 \* Harvy@Business-Wisdom.com

**Program Investment: Note: Class size will be limited to 12.\***

	Before April 10	April 10 to May 7	After May 7
<b>Course &amp; Coaching Program</b>	\$995	\$1095	\$1195
<b>Course Program only</b>	\$695	\$795	\$895

Cost includes lunch each day of the program, as well as refreshments during the day. (We can possibly accommodate simple dietary restrictions/requests.)

**\* Previous *Shepherding Business Workshop* participants can come to the Course Program for \$345.**

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**Registration Information:**

Today's Date: \_\_\_\_\_

Full name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Previous "Shepherding Business" participant? \_\_\_\_\_ Yes

**Registering for:**

\_\_\_ Course & Coaching Package - Price: \_\_\_\_\_ (as per above schedule)

\_\_\_ Course Package only - Price: \_\_\_\_\_ (as per above schedule)

**Payment:**

To pay by credit card, go to [www.Business-Wisdom.com/Register.html](http://www.Business-Wisdom.com/Register.html) and enter your information as asked.

If you prefer not to pay via the web site, then mail your registration (with a check payable to Business Wisdom) to Business Wisdom, 4 Angier Rd, Lexington, MA 02420.

***In either case, please fax this completed page to Business Wisdom at 781-240-1080, or email it to [Harvy@Business-Wisdom.com](mailto:Harvy@Business-Wisdom.com), or mail it along with your payment to Business Wisdom, 4 Angier Road, Lexington, MA, 02420.***