

A No-Nonsense Approach to Achieving Business Growth Initiatives

MINNEAPOLIS (AUGUST 2008) – It’s virtually impossible to hit a target you can’t see! And yet that’s what most business owners try to do by using the traditional approach to business planning. Tried and untrue, the traditional model is flawed: it creates a static document – not an active process – to grow a business.

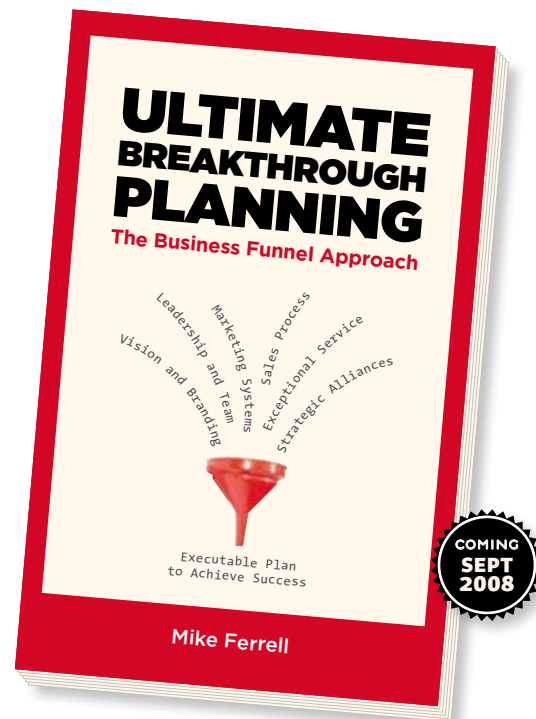
Long-time business consultant Mike Ferrell has written a new book, *Ultimate Breakthrough Planning*, which shows business owners how to create and successfully execute business growth plans.

“Too many business owners focus on outcomes and skip the specific steps needed to achieve those outcomes,” says Ferrell. “Each month they look at their results and cannot figure out why they are not hitting their numbers. The reason is they have no plan for execution.”

This plan offers the Six Key Elements for a successful strategy: vision and branding, leadership and team, marketing systems, sales process, exceptional service and strategic alliances. Once these elements are pinpointed, the final step funnels them into a step-by-step plan that produces results.

“As an agency owner, I have to concentrate on [the] day-to-day,” says Steve Grice, president of Grice Financial Group. “Mike helped us focus on strategies that are profitable and give us a clear direction.”

Ferrell has spent the past decade training and coaching more than 10,000 business professionals on how



PUBLICATION DATE	SEPTEMBER 2008
TITLE	ULTIMATE BREAKTHROUGH PLANNING: THE BUSINESS FUNNEL APPROACH MIKE FERRELL
AUTHOR	MIKE FERRELL
ISBN	978-0-9798249-0-6
SPECS	\$18.95, SOFTCOVER, 168 PAGES, 5 1/4 X 8 3/16 INCHES
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to use the Business Funnel Approach. He has presented workshops and seminars all over the country. His clients include Ameriprise, Transamerica, Conseco and Piper Jaffray.

Those who want to grow their businesses with a step-by-step process need *Ultimate Breakthrough Planning*.

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DISCOVER WHY:

- ▶ Most traditional business plans never achieve their goals
- ▶ Focusing on an executable process can help grow a business 50, 100 – even 200 percent
- ▶ Discipline and focus are the two most important elements to any successful business plan
- ▶ Creating a plan for a business will result in ample capital opportunities



FERRELL OFFERS SIX KEY ELEMENTS FOR A SUCCESSFUL STRATEGY:

1. Vision and Branding
2. Leadership and Team
3. Marketing Systems
4. Sales Process
5. Exceptional Service
6. Strategic Alliances

CHANGING THE WAY BUSINESSES THINK ABOUT BUSINESS PLANNING – EXCERPT FROM THE PREFACE:

“For the past twenty-two years I have worked with many types of businesses, organizations and sales practices. During that time I’ve seen many successes and, unfortunately, as many failures. What I try to provide for my clients – business owners, managers or anyone trying to grow a business – is a dynamic new method of thinking about business planning, one that throws out the old model of adhering blindly to a sometimes faulty business plan, and focuses on six specific areas that will help grow their businesses. I introduce the notion of a ‘funnel approach’ that takes the guesswork out of daily execution. As you read through the chapters, gaining full understanding of the Business Funnel Approach, you’ll appreciate how simple and amazingly useful it will be in improving your own endeavors.”

“Mike’s presentations are dynamic and get our advisors thinking about a different approach to their practices.”

LEO CARTEN, VP, INSURANCE SERVICES, PIPER JAFFRAY

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10 S. 5TH STREET #1105, MINNEAPOLIS, MN 55402
612.455.0252 » 612.338.4817 FAX
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CONTACT INFORMATION ALEXEI ESIKOFF
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