

Business Consultants Training Workshop Agenda

What you can expect from your
TopLine Business Solutions
consultants training program,
and why it produces such
spectacular results

*Successful people base their lives on quantifiable
results... not time, effort, or motion.*

TopLine
Business Solutions

TopLine Business Solutions Training Workshop Agenda

The following is a brief outline and summary of what is covered in the TopLine Business Solutions' Consultant's 3-Day Training Workshops.

It is not a comprehensive listing of topics covered, but rather is designed to answer the most pressing questions a consultant has when completing training and arrives back home to face the reality that it's now up to them to build their business. Those questions are:

1. How do I identify and select a target market?
2. How do I get past the "gate-keeper" and in front of the decision maker on a non-threatening, non-salesy basis, so they contact me to find out more about my services, rather than me chasing them?
3. What do I say when I get in front of them to motivate them to do business with me?
4. Once I have a client, how do I determine what their problems, challenges and areas of greatest opportunity and profit are (for them and for me)?
5. Okay, now I know their problems. What do I do next? What can I do... what specific strategies or systems can I put into place to correct, solve, or eliminate those problems, begin showing a dramatic improvement in their business and to justify the money my client is paying me?
6. How can I keep this client renewing our agreement and using my services?
7. How can I get my client to refer me to his or her colleagues, associates or clients so the can receive the same outstanding benefits I've provided my client?

These are real questions; important questions; and questions that are typical of nearly every consultant, especially if they're new to the business. And we take these questions very seriously, and have built our entire training process to address them in detail, so when you leave training, there will be no question in your mind as to what to do in every step of the marketing and consulting processes.

Day 1 – The Marketing Process

You are in the strongest and most respected position when prospects contact you rather than you prospecting or calling on them. TopLine's marketing process has been designed to help you get in front of selected and targeted businesses in a way that makes them want to know more about what you do, and compels them to contact you for more information. You'll learn:

- Why businesses fail or struggle to get by – the most common mistakes nearly all businesses make and what they can do to avoid them.
- The massive market for our services – the reason you'll never run out of clients, and can name the price you charge, the hours you work and who you choose to work with.

- The process for selecting your ideal target market – those who want, need and can afford to pay for your services, and who will earn you substantial profits.
- How to contact your market on a non-threatening, educational basis that makes it nearly irresistible for them not to respond for more information.
- A very effective, short and punchy PowerPoint presentation that will capture your prospects' attention and get them to see the value you can create for them by using your services.
- How to visibly demonstrate to your prospects exactly the kinds of quantifiable results they can expect from using you and your services. You'll have a very easy to use and detailed Excel spreadsheet that walks your prospect step-by-step through a 7-step process that will get them practically salivating and nearly demanding for you to help them.
- Some very effective closing strategies that makes your prospects' agreement to hire you almost automatic, and certainly in their best interest.

You will come away from this session with your own marketing system in place, ready to hit the road getting clients the next working day, and ready to close once you're in front of them.

Day 2 – The Systematic Consulting Process

TopLine's consulting process takes you step-by-step through the entire and systematic process of identifying your client's most pressing needs, challenges and problems, developing practicable and workable solutions and getting them to implement them in their businesses. You'll use tools like:

- The Business Development Audit – How to analyze your client's business and identify the areas of change or improvement that will create the fastest and most profitable results (for them and for you).
- The Business Acceleration System – Once you've identified the areas you can make the biggest and most immediate changes in, you're ready to go to work developing solutions and strategies to bring about those changes. You'll have all the forms, templates and tools to position yourself as an experienced and competent consultant and produce the results your client wants, expects and will pay you for.

This is a very comprehensive and intense process that is the key to your consulting success. This is where most of your consulting time will be spent. Once you understand how the process works, there's not another consultant in the business that will be able to hold a candle to the services you can perform for your clients.

Day 3 – The Follow-up Process and Accountability Systems

If approached properly, the consulting process is just that – a *process*. It doesn't stop with just one or two contacts with a client in a get-in-and-get-out scenario. You'll learn how to create such value in your services that your prospects will not only continue to use your services over and over, but will also refer you to their associates. You'll learn how to:

- Conduct workshops for your clients that will get their staff and employees to identify problem areas or areas that can be improved *from their perspective*. When you include the staff and employees and get their participation, input and suggestions, you get their “buy-in.” As a result, they’re more likely to make the changes that cause positive results than if you came in and told them what they needed to do.
- Install accountability measures. Follow-up and reporting systems are critical to the success of your consulting efforts. Properly implemented, these systems ensure that the work, the projects and the assignments you’ve given to the business owner and/or his or her staff or employees are being done.
- Create a business that keeps you busy and grows through referrals from your clients. Your goal should be to get out of the “prospecting” mode as quickly as you can, and begin operating through referrals. You’ll learn the systems and procedures that will help you do this in record time. When you can spend the majority of your working time focusing your efforts on helping your clients get positive results in their businesses, and not on prospecting or new-customer acquisition, you’ll be more rested, more effective, more fun and alive, and run a much more profitable business.

Bonus Modules – Additional Income Sources

Consulting with businesses on a one-on-one basis can be very rewarding and lucrative, and a lot of consultants prefer to work this way. Many of them use a “Retainer Plus Contingency” basis for charging for their services. In other words, they charge a certain monthly fee as a “retainer,” then take a percentage of the additional revenue they generate for the business as a “contingency” or “commission.” The retainer allows the consultant to be paid adequately for their time and the effort necessary to analyze the business and develop systems and solutions to implement in the business. The consultant’s remaining income is generated as a percentage of the results those systems and solutions produce for the business.

In addition to working with businesses on a one-on-one basis, there are other methods of generating income that the TopLine training addresses.

- **Small Group Workshops** – Some consultants enjoy working with 8 to 10 business owners in small group settings so they can teach the same principles and strategies to a number of people at one time. By combining several business owners into one group, they can not only save time, but they can offer their services to each individual business owner for less money per person. And when the amounts from each attendee are added together, the total amount that the consultant earns for him or herself can add up to a substantial amount of money. Consultant’s earnings from this system can easily range in the \$300,000 to \$350,000 range, not counting any additional monies generated from other consulting arrangements.

- **CEO Roundtables** – Many consultants enjoy meeting with a group of the same 10 non-competing business owners for three hours every month on a recurring basis for a minimum of a year. The meetings are structured to allow an outside expert to discuss an item of interest and relevance to the group, have time for the consultant to present some training or advice, and have a different member at each session participate in a “Hot Seat.” The member sits in front of the group, presents the challenges that they would like to solve, eliminate, or overcome in their business, and then the group offers ideas, suggestions, feedback, and solutions. These are fun get-togethers that not only provide immense value to the attendees, but have the potential to earn the consultant some very handsome financial rewards. Incomes in the \$400,000 range just from these sessions – and not counting any other consulting arrangements – are possible.
- **But Wait... There’s More!** - Lunch ‘n Learns, 4-Week Workshops, Profit Sharing, Board Positions, Equity Stakes, Product Sales, Done-4-You Offers, Licensing Deals, Joint Venture Brokering... these are just a few of the other ways TopLine consultants earn additional income.

The TopLine training has been designed to make the best and most effective use of the available time to focus on the areas that have the most immediate and profitable impact on your business. We have taken great pains to eliminate all the fluff and filler associated with most training programs and get right down to where the rubber meets the road... those things – ideas, strategies, and actions that can be converted into immediate windfall profits for our consultants, as well as long-term continuing sources of income.

TopLine’s comprehensive after-training follow-up and support provides additional assistance, help, and resources to ensure that each consultant continues to progress and gain maximum advantage of their investment.

Can this 3-day program make a novice into a top-notch and experienced consultant overnight? Of course the answer has to be “No.” No program can. And anyone who tells you differently is simply not telling the truth. It takes years of experience working with a variety of clients in a number of different industries, professions and businesses.

But this can be said; if you focus on the most important and critical skills that TopLine teaches, the results will be much faster and greater than by any other means. The TopLine program has been carefully designed to meet these criteria and coupled with our ongoing support and teleconferences, you’ll be in business for yourself, but definitely not alone.

Our reputation is at stake and it is in our best interest to help you become as successful as possible as fast as we can. That is our goal, and that is our promise.



Martin Howey, CEO
TopLine Business Solutions

What A Few Of More Than 3,650 Consultants Worldwide Have To Say About Martin Howey's Training

"I Won't Be Able To Sleep For Another Hour Or So Until The Adrenaline Goes Down A Little"

I just wanted to thank you once again for an amazing conference call. I won't be able to sleep for another hour or so until the adrenaline goes down a little. If anyone of us does not make it, it won't be because of the lack of tools, resources and the way you have made yourself available. I really enjoy our group and hope each one of them goes to their full potential. I continue to be amazed by your passion and authentic desire for all of us to be successful. Thanks for giving so much of yourself.

Larry Pacheco

"Easily These Four Clients Will Put Me In The Six-Figure Range"

It seems as though I haven't even had a chance to unpack my bags yet from getting back from the trip. I have picked up several clients... two clients specifically, I have two more coming on board, so I'll have a total of four. Easily these four clients will put me in the six-figure range from my consulting business.

It's quite exciting for me to take the training and apply it, and see the results, and take it to the marketplace and impact businesses and their income as well as my income. So many businesses out there are in need of our services, and with the training I feel so empowered to be able to write my own ticket.

When I came into this I was worried about if I could do it, and number two, would it be worth it? And without a doubt, there is a resounding 'YES!' to both of those questions. The training has allowed me to take a step by step approach... a brand new rookie at consulting, having never done this before.

Matt Connelly

"This Has Been A Life-Changing Experience For Me"

It's Sunday morning. I arrived home last night late, and I'm sitting here reviewing some of my materials, and I would have to tell you that I would highly recommend Martin Howey's training to anyone who is thinking about a business opportunity for whatever reason.

You want to work less? You don't want to work more? You don't want to travel? You want to have control of your time? You don't feel like you're earning the money that you're worth? For whatever rationale you're even investigating this, please take the time to investigate.

I heard about Martin Howey and was impressed with his success in helping thousands of other businesses create great wealth. When anyone is looking for a business opportunity, they have to ask a question, 'How long have the guys been doing it, and does it really work?' And that's where the rubber really hit the road for me.

After talking to some of the consultants and folks that spoke so highly of Martin, and without the result of 'DOD' financing... "Dear Old Dad"... I wrote the checks. And I have to tell you, I was very impressed, when on the first day of training when I was listening to Martin reinforce the fact that we're going step by step, that we're in no rush, that we start at 7:00 in the morning and we finish when we finish, and we're going to make sure we deal with every issue and every question.

By the end of a couple of hours on the first day, I knew I had made the right decision. I'm excited about my first client because I know exactly what I need to do and the kind of program I'm going to take them through. And frankly, that's what's always been missing from so many other seminars.

There's never been a template to follow to make sure you have a tactical program that helps you implement and correct the problem and generate great wealth for your client. This has been a life-changing experience for me, and I think you're crazy if you don't participate in the training Martin Howey provides.

Mark Manuel

"Martin Howey's Material Is Comprehensive And Martin's Follow Up Mentoring And Resource Library Builds Confidence"

"Working with Martin is a pleasure. His business consulting course equipped me with the skills I needed to analyze business performance, to spot areas that can be improved to add to the bottom line, and implement and maintain those improvements. Martin Howey's material is comprehensive and Martin's follow up mentoring and resource library builds confidence. From my personal experience I can confidently recommend Martin and his training."

Dan Elder

"What Makes Martin Stand Out Among The Many Business & Marketing Strategists Is His Authenticity, Passion And Human Kindness!"

"I have worked with many business coaches & consultants over the past 20 years as an entrepreneur. What I love about Martin is his ability to take a typical, simple business strategy and tweak it so that it stands out and gets phenomenal results!

But what I think makes Martin stand out among the many business & marketing strategists is his authenticity, passion and human kindness! I know that's not what you think of when you think of making money. But coupled with his business brilliance, it is what makes creating a successful business worthwhile! Martin—thank you for being a business and human-being mentor to me!"

MaryPat Kavanagh

"Martin Is One Of The Most Sought-After Experts On The Planet"

"Having worked with Martin on many projects I have come to see him as one of my most trusted advisers. From his extraordinary mental Rolodex of strategies, contacts and business models to his track record of helping thousands of consultants to build highly profitable and thriving businesses, Martin is one of the most sought-after experts on the

planet. If you are looking to give your consulting business a much-needed profit boost, enroll in one of Martin's trainings today. From filling your trainings to sales strategies designed to close the deal quickly, you'll walk away with proven, practical techniques that work fast!"

Melanie Benson Strick

"Martin Has The Natural Ability To Look At A Company And See Exactly What Needs To Be Done To Be More Successful And Make More Money"

"I had the great pleasure of spending a weekend with Martin at a coaching workshop and his insight and guidance about my business were unparalleled. He has the natural ability to look at a company and see exactly what needs to be done to be more successful and make more money. He has a laser beam focus that cuts right through to the fastest path to growth. He is brilliant, warm, funny and a pleasure to work with. I highly recommend Martin to anyone who wants to succeed and succeed big."

Shanti Pincock, Ph.D

"Martin Is The Marketing Guru's GURU"

"Martin is the marketing guru's GURU. When anyone wants answers to sophisticated challenges in growing a business, Martin Howey is the solution I have found. He is always warm, friendly, and willing to help. It is part of who he is a person and always the professional. My first meeting with Martin revealed his super strength of body which complements his mental strength. He was able to get down and push pump out 15+ one-arm pushups! Very impressive."

Mitch Carson

Martin Is One Of The Few People On This Earth Who Is Willing To Share Everything He Knows... In Order To Help You Be Successful"

"Where do I start? When I first met Martin several years ago it was to learn his Consulting Model. Martin is one of the few people on this earth who is willing to share everything he knows in the consulting/coaching/training industry in order to help you be successful. This is evident by the mountain of information you get after attending one of his trainings.

Martin's passion for business and commitment to his students is something many business professionals profess to do but few follow through. Martin is a true professional. Thank you for being a great adviser. Keep up the great work."

Alain Dumonceaux

"Martin's Integrity And Customer Focus Are Unparalleled"

"I've known Martin for going almost 5 years now and have always benefited from his insights and wisdom. His integrity and customer focus are unparalleled, and his expertise is world class. In a world where "good enough is good enough", Martin takes the high road and encourages his clients and students to do the right thing. It's an inspiring model."

Alex Nghiem