



Kirkpatrick & Hopes
consulting accountants & business advisers

Improving the lives of business owners

The Business Edge Programme

...getting from where you are
to where you want to be

What is the Business Edge Programme?

Following on from the **Business Builder Review**, the Business Edge Programme is designed to help entrepreneurs turn their business dreams into reality. It does this by using a highly structured and super-intensive process that helps you to probe for, identify and create breakthrough strategies for dramatically improving your sales, profits and prospects.

What exactly does it cover?

The Business Edge Programme is tailored to your specific needs. The exact content will depend on your circumstances, the size of your business, how many employees you have and the vision you have for your business.

The programme looks at five areas, **The Big Picture, Selling More, Nuts and Bolts, Leading Edge, And Finally**. At the core of the Business Edge Programme you'll learn how to:

- Set and achieve your personal and business goals
- Find the time to do the really important things
- Use **Simple Stuff That Works** software to identify your business' key growth drivers

- Use **Success Driver Mapping** software to identify and improve your sales drivers
- Sell your products and services for what they are really worth
- Win more customers - and earn more money from them - than ever before
- Develop **no and low cost** marketing and sales systems
- Never lose another customer ever again by making yours the most talked about customer service in your industry or area
- Avoid the competition and beat cheaper competitors every time
- Get your customers to pay you in full and quickly
- Leverage your time most effectively
- Use hidden assets in your business
- Monitor your progress and drive your business forward using a **One Page™ Business Plan**

Above all, you'll discover how you can build a more profitable business that is worth much more when you come to sell or retire. The Business Edge Programme will help you turn your business goals and dreams into reality and gives you the time and money you need to enjoy all the other (non-business) things that are important to you.

What is your investment?

The Business Edge Programme is usually split into six half day sessions each costing £500 plus VAT. But you really have nothing to lose and everything to gain because we give you an **unconditional 100% value for money guarantee**. If in the unlikely event that you are not completely delighted at the end of any session we will not ask you to pay – you will owe us nothing.

Not only is the programme risk free but it includes **Simple Stuff That Works** software worth £785, a **Business Builder Review** worth £495 plus 12 months membership of our business club the **Business Builder Forum** worth £480. A total of £1,760 of extra software, advice and support to help you get from where you are to where you want to be.

Why do we give you this guarantee?

We understand it is difficult to know how valuable a service is until it has been experienced. So, we eliminate the risk for you by asking you to make your mind up afterwards. In short, we don't want the risk of a small investment to get in the way of helping you improve your life as a business owner.

Will it work for you?

It doesn't matter what business you are in, the answer is categorically YES. The Business Edge Programme has been developed using **tried and tested** strategies that work in the real world. It is an opportunity for you to step back from your business and work ON it rather than IN it.

For some business owners The Business Edge Programme will be all they ever need. Others may want to re-invest some of the extra profits into our **Making it Happen Programme**.

30 day support

To support the Business Edge Programme you will have direct access to your business adviser by email and telephone for 30 days

Other services offered by Kirkpatrick & Hopes

Accountancy

Annual & Interim Accounts
Tax Returns & Advice
Payroll & HR Solutions
Sage Consultancy
Financial
Performance Review

Business Advice

Business Builder Review
Profit Improvement
Business Edge
Making it Happen
Strategic Planning
System Builder Software

Marketing

Marketing Strategies
Marketing Support
Marketing Audit
Mystery Shopping
Surveys

Training

Time Management
Customer Care
Sales Training
Presentation Skills

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