



Member Offers

Achievement through Actions and
Accountability



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What is business boosting?

This is a process combining elements of business planning, business coaching, mentoring and plain common sense.

The aim is to ensure that your business has the foundation to be able to grow and then to put in place initiatives to grow the business and monitor and fine tune these initiatives as you progress.

In a programme of structured monthly meetings you will start by establishing who your customers are, why they buy from your business, and the goals or ambitions of you and your business.

This information will enable an action plan to be put in place detailing the steps or changes necessary for your business to achieve the goals established and to develop the required marketing plan.

The meetings will continue until the action plan is complete.

Ongoing monitoring and business building actions in the meetings will then ensure that fine-tuning takes place and that your business moves with the market.

What business boosting achieves

- Awareness - The process will ensure that you have a better understanding of your business, your clients and the market.
- Direction - The establishment of goals and monitoring your progress gives a much-improved sense of direction for you and your business.
- Confidence - One of the key factors in moving forward is the confidence gained as the process develops
- Motivation - This will come from the meetings and sense of achievement gained from the increase in direction and confidence.
- Discipline - Having regular action plans coupled with the above benefits will enable you to better manage the available time you have to work not only in your business but on your business.
- Competitive edge - Business building will give you the competitive edge in the market to be a winner



Case Studies

The Property Market's "Leaner, Smarter" Focus is Regularly Refreshed with Business Turbo Booster

The Property Market is assiduously on track with Business Turbo Booster and regular monthly meetings to ensure a clear focus on business growth. It's a process that's closely aligned with their own "Leaner, Smarter" promise to clients and one that's delivering definitive results.

Antonia Baker, Director of 'The Property Market' first heard about Sarah Lohead-MacMillan through her business networks.

As Baker laughingly puts it "her reputation preceded her... In fact there were several people who recommended her so when the need arose she was my first port of call".

Baker is straight to the point; "I wanted accountability. Accountability to my dreams and goals. Like any small business I realised that the only way to grow a big business was one step at a time. What Sarah gives me that accountability for those small steps without any relaxation of the rules."

"There are so many things to find excuses for but our monthly meetings hold me to account. I was chatting with another client of Sarah's recently and we agreed; we leave each meeting with a clear action plan, fired up and raring to go but before we realise another three weeks have gone by... just the threat of the meeting is enough to get it done."

She continues, "There's no-one else here so it's up to me. Meeting with Sarah is like reporting in, and I get that 'good girl' feeling when I'm on top of things".

Baker says working with Business Turbo Booster hasn't been entirely as expected. "It's more collaborative, I thought it would be like having a drill sergeant but it's entirely more supportive, collaborative, flexible, reasonable and pragmatic than that."



'The Property Market' is a growing business through interesting times in real estate. Baker is committed to delivering results that leave more money your back pocket, in less time, with less stress. It's a promise they deliver on, achieving measurable success. Currently they sell a home in an average of 33 days, for up to 86% above CV.

"People think selling houses is easy – you just pop out an open home sign and seal the deal. In fact it's a very litigious industry and you need a lot of technical knowledge. Sarah gets it. She gets the trading environment, she gets the industry. Sarah understands how quickly things could get in a mess and she respects that."

As for outcomes, Baker says, "When we sat down to put together the 12 month plan it made me realise how in tune with my business I've become. It literally took us 25 minutes to come up actions for the whole year. My thinking is now totally structured in line with the business and that's because of our regular monthly meetings".

Baker muses for a second, "You know, now I think of it. That's what prompted the original call to Sarah. In hindsight I was a little burned out. The business is sound, there's good logic around it and it works well but it is also all consuming and can be overwhelming at times. I think I'd lost some passion for it... Sarah gave me my passion back inside that first month".

"Thanks to Sarah, I have more momentum and more awareness than I ever anticipated. I'm on track with my goals and I'm focused on achieving growth."

Another unexpected bonus; "Sarah gives me confidence. There was a day where I was fretting about a decision and she suggested we toss a coin on it. We did and she took one look at my face and saw my disappointment. She asked if I wanted to toss the coin again... and I did. And she said "well there's your answer". We laughed but she was right, and it was the right decision".

It's for Baker to have the last word; "Sarah's more than paid for herself, of course she has. In many ways she's like us – more results, less stress. Best of all she gets me. Maybe it's her banking background, maybe it's Sarah... but her grasp on business is impressive and I can genuinely recommend her to business people who have big goals to achieve."



HRtoolkit recommends you add Business Turbo Booster to your own business toolkit – at least if you're after genuine growth!

Results like 50% increased revenue year on year and doubling their client base with a 30% average increase in spend in the last 12 months are extraordinary. And HRtoolkit credits Sarah Lohead-MacMillan.

Lisa Mackay, Managing Director of HRtoolkit first met Sarah Lohead-MacMillan years ago when Lohead-MacMillan ran a Banking Mediation Consultancy. Like many small business owners Mackay had worked with various coaches over the years, but when she discovered Lohead-MacMillan was transitioning into business mentoring, Mackay took notice.

“Sarah and I always had a really good rapport,” says Mackay, “so I was immediately interested. I’d been through business mentoring programmes and came from an entrepreneurial family but what I really needed was someone to bounce ideas off, someone who would hold me to the straight and narrow, someone who would drive me to achieve what I set out to”.

“There were coaches out there charging gazillions of dollars but I wasn’t clear what I’d be getting in return. Sarah didn’t promise the earth, but she did promise to fire me if I didn’t do what I was supposed to.”

“There were two main elements in play; firstly, I already respected her for her business acumen and secondly, she wasn’t going to step me through a one-size fits all process.”

She continues, “There isn’t another business doing exactly what we do anywhere in the world. So an out of the box process wasn’t going to work for me or my business”. Mackay had clear goals in mind for HRtoolkit. “I knew what I wanted to achieve - ‘Galactic Domination’, she laughs, “and Sarah has always held me to that end goal. It’s coming up to three years now since she came on board and with her support we’ve increased revenue 50% each year on year.”

HRtoolkit’s recent success has been exponential, “In the last 12 months, we’ve doubled our client base, and increased the average spend by 30%”, says Mackay. “To achieve that kind of growth, I need someone who can keep up with me and work to that kind of pace”.

“Two years ago we took over the Chamber of Commerce 0800 phone line. It was and is a big responsibility and we need a robust plan in place quickly. Sarah had my back... late nights and weekends. She was there to ensure we put the best solution in. And it’s been a huge success ever since.”

“More recently Warehouse Stationary approached us as an off the shelf product and once again Sarah’s been instrumental in how we structure that proposal. She knows my business, she understands how business works and I value her input immensely.”

Lohead-MacMillan’s work with HRtoolkit includes facilitation within the wider business. Says Mackay, “Sarah’s facilitating a session with the team this week and I’m really comfortable to let her drive it. I’ve put together an agenda but Sarah just gets it, she reads the room and draws the best out of people”.

Drawing the best out of people extends to Lohead-



MacMillan's coaching style every bit as much.

Mackay laughs, "She knows if my excuse is a floppy flannel but equally there are times that she points out how much I did achieve, when I hadn't realised".

"Sarah holds me accountable but she also provides objectivity. She is driving my agenda but it's in balance. That's an important part of what she does... she provides a holistic view; life, work, balance. Her advice and contacts provide a wealth of support – not just limited to my business".

There's no question that Mackay would recommend Lohead-MacMillan.

"Without hesitation," says Mackay, "If you genuinely want to drive your business, get Sarah on board."

"Come to think of it... long before I hired Sarah as a coach we had a chat at a networking meeting. I was talking to people but not making sales and it was Sarah who inquired if I'd been asking to invoice them. My answer? "Ah, no..." but after that, my conversion rate went from 20% to 80%. She was coaching me even before she coached me. She's just that good... it's only up to you to act on her excellent advice.



Turbo Boost Navigation - by Skype/Phone

~~\$1788~~ \$1500+GST for the 12-month program

Payment Options

3 Payments of \$520 + GST

12 Payments of \$140 + GST

Your business is building but you may have reached a stalling point. Where do you go next? How do you expand? Where is the money going? How do you get your margins back? You may also be an experienced business owner, having run businesses before.

You may have cash flow problems, staffing issues, shitty clients or run out of ideas. Or all of the above! Don't worry YOU ARE NOT ALONE.

You will have access to our network of contacts and we will strive to open this from the very first meeting to introduce business to you.

It starts with an initial planning meeting, understanding where the business is currently and where it wants to be in 5 years. We then start to create the roadmap to get there.

We also discuss any pressing issues the business currently faces and needs to either mitigate or overcome in order to move forward.

We will call/skype monthly to keep you on track and drive progress towards those goals. We will be looking at structure and governance and resources and easing you into a more formal business arrangement where you can take full control of all your resources and start to effectively plan for the future.

We provide you with a folder to keep track of what is going on. We also provide:

- A copy of the meeting notes (we take them so you don't have to) and they can be used as an advisory board record if needed.
- An action plan. These detail what was agreed and who is responsible for the action. We hold the business accountable to these each month
- We will track progress by measurements agreed on that first meeting.



Things we look at:

- Processes and systems
- Staff and resources
- Finances
- Education
- Opportunities and networking

This list is not exclusive and sometimes we have to be very flexible in order to match the business we mentor. We assume you have a level of competency and we identify where we can add value rather than trying to implement all new systems or processes.

Often clients use the meetings to enable staff meetings or tackle some staff issues/training initially as the move towards governance is not required until later. Here we work with the staff and are able to facilitate open communication between the owners/bosses and the staff. There is an extra charge for this.

So, if for any reason you think its not working for you, you can give us one months notice and the contract can end. We will refund, pro rata, any unused payment.

WARNING

Please be aware Business Turbo Booster can also activate the cancellation of the contract if you are not performing – we do not want you to waste your money and the refund system will be the same.

This is an accountability mentoring program.



Trip Selector (Strategy Session)

\$500+GST (normally \$695+GST)

In this half day session you will:

- Understand your ultimate lifestyle goal
- Examine your ideas against your goals and life balance
- Look at what you shouldn't do and take it off the list
- Identify what you can do, but what are your biggest strengths
- Identify that one idea and how to monetise to a business
- Come away with a written plan of action to implement

Delivered face to face at a location suitable to you (In Auckland, Waikato, Bay of Plenty or Christchurch). Skype available for other areas [contact us](#).

It's easy to get lost in the day to day of doing business and lose sight of your vision. Sarah doesn't just keep you focused on your original vision, but actively extends it, hones it and makes it more relevant to you, your business and your markets. Then she steps you through your path to achieve it - the details, time frames and milestones. What she does is revitalise your passion, uncover your serious aspirations and teach you the means to achieve them. It's extraordinary!

Cara Tipping Smith - Copycarats.co.nz



Getting In Gear

Online learning \$995 + GST (normally \$1495+GST)

You have a business idea or are stuck in your current business.

You are ready to move but unsure of your first step and you have limited time to get the cash rolling in.

This simple 8 week program is for you! It will give you that acceleration you need. You will get weekly accountability calls.

Week One

Make your Passion into money
Know your ideal client and find them
Maintain confidence
Manage overwhelm

Week Two

Get motivation and sustain it
Set your BIG goals
Define your WHY
Get the stepping stones ready

Week Three

Time management – emails overload
Schedule for your LIFE
Create Capacity to do more
Measure success

Week Four

The exclusive PlanDo © system delivered to your door and explained in easy to follow videos. The easiest most interactive business plan you've ever had.



Week Five

Get a handle on your market
Define and understand your client
Fill the funnel with great content and collateral
Create the sales process

Week Six

How to price to get great clients and make money
How to offer value that your clients will pay more for
How to understand your competitors
Attract your ideal client through price

Week Seven

Understand why knowing the numbers is paramount
Understand your profit and loss and what it means
Understand your cash flow and how to affect it
Understand how to get cash in faster

Week Eight

Lets pull everything you have learnt together, using the previous worksheets we
Make your vision a reality
We set stretch targets that you WANT to achieve
We get you ready for FAST TURBO growth
We give you the checklist to ensure you are on track.

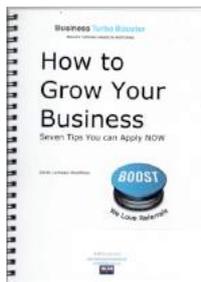


Books and Resources

We have some free resources for you and some books available to help you learn new skills to increase your business sales and profits.

FREE for you!

7 Tips to grow your business RIGHT NOW!



Seven things you can do with ease in your business right now to help you grow and make more money.

14 Tips to Save Money



14 Tips to Save Money NOW!



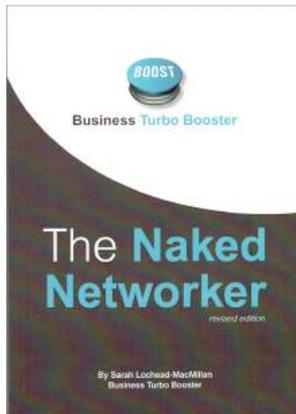
www.slmgroup.com www.hands-on-mentoring.com
www.lochheadmacmillan.com

Fourteen things for you to check and do so that you can reduce your expenses. Remember \$100 in expenses saved is \$100 direct to the profit line.



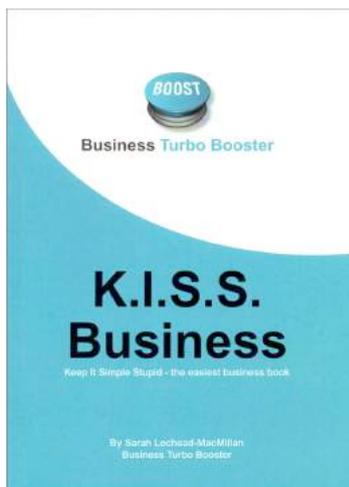
Books to Buy

The Naked Networker



A comprehensive workbook teaching you everything you need to know to confidently network face to face and create sustainable profitable relationships. ~~\$25.99~~ \$20.00

K.I.S.S. Business



The common sense approach to business, demystifying the processes and showing you how easy it can be. ~~\$25.99~~ \$20.00

Or buy both for \$35.00



APPLICATION TO WORK WITH BUSINESS TURBO BOOSTER

Do you need help to make your dream business goal become a reality?
Fill in this form, and scan and email it to sarah@slmgroup.co.nz and I will contact you soon.

*Name

*Email

*Are you ready to commit to your business success? *(Please circle your answer)*

Yes

No

I don't want success

*Phone Number

*Do you have the financial resource to back this commitment? *(Please circle your answer)*

Yes

No

I can get them

*Have you defined your business offering? *(Please circle your answer)*

Yes

No

Struggling with multiple ideas

*Anything else you'd like to tell me?



The Catch

Actually there isn't one. Whilst the programs are priced annually you pay monthly. I do this because if we aren't giving you added value you do not want to be tied into a long term contract. All I ask is that to cancel you give one months notice.

<http://businessturbobooster.com/packages-for-profit/what-the-clients-say/>

If you would like to know more about Sarah Lohead-MacMillan – feel free to ask for references, look me up on LinkedIn, Facebook and twitter or simply meet me for a coffee and decide for yourself!

- nz.linkedin.com/in/sarahloheadmacmillan/