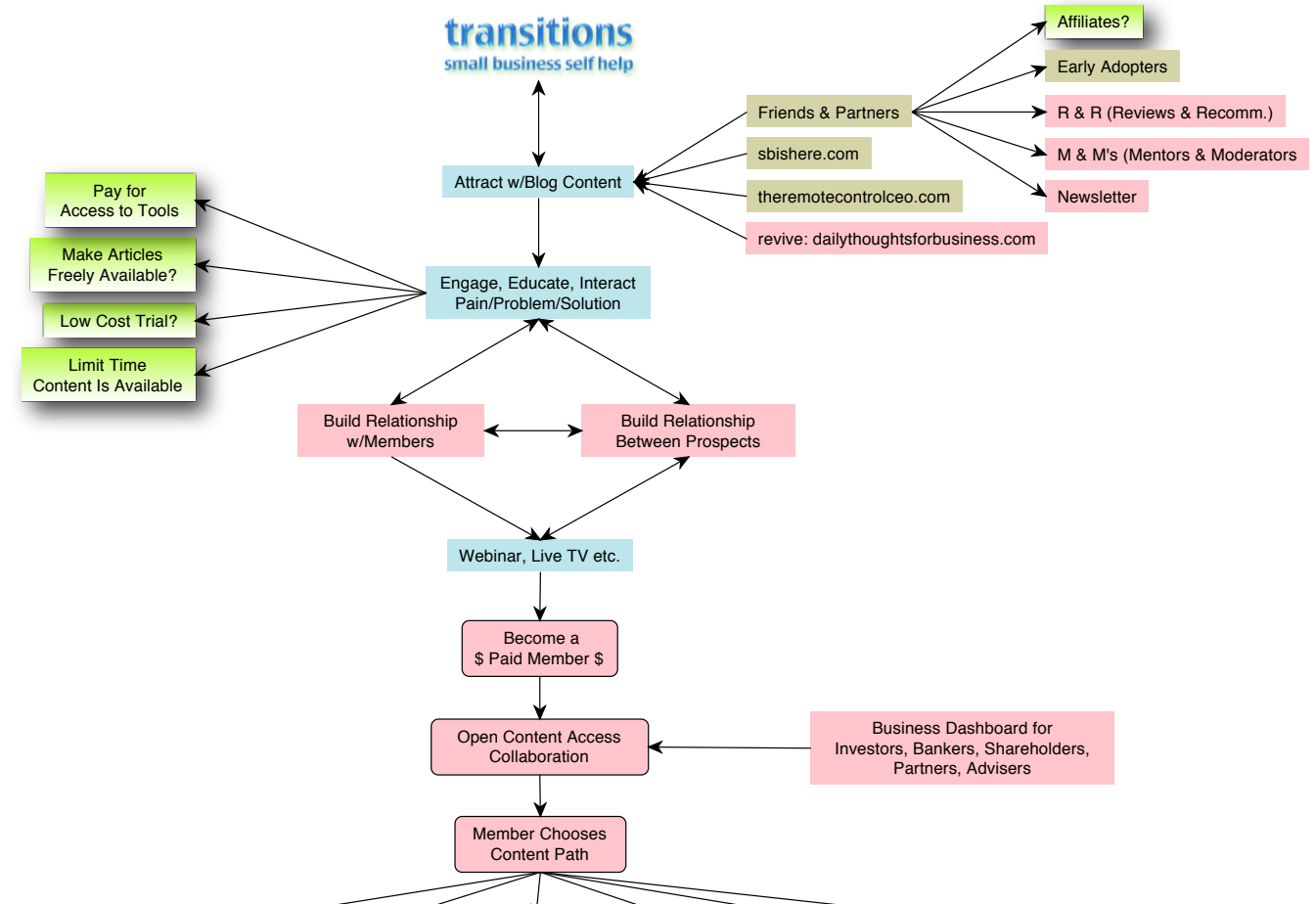


Objective Decision Tactic Lead Generation



	1. Starting	2. Building	3. Coping	4. Fortifying	5. Exiting	6. Retiring
Self-Diagnosis Indicators & Symptoms	Evaluating Ideas Develop Concepts Opportunities Consider Timing Research Market Seeking Support Trigger Event(s) Question Risk	Increasing Sales More Complexity Work Longer Hours Increased Risk Worried @ Payroll Organized Chaos Personal Stress Pay Bills Late	Financial Imbalance Employee Errors Lack of Planning Addicted to Urgent Crisis Management Discounting Lack of Capital Role Confusion	Bored, Frustrated Grass is Greener Lost Motivation HR Problems Micro Managing Depression, Burnout Short Term Plans	Thinking of Selling Sudden Illness Gift the Business Long Term Disability Weariness of Routine Lost Inspiration Lack Vision Extract Value	Personal Priorities Letting Go of Biz Longer Vacations Work Less Hours Holding Pattern No Big Changes Procrastination
Typical Business Practice	Decision to Start Evaluating Ideas Get Mentor/Coach Create Prototype Register Business Reach Market Getting Organized Find 1st Customers	Hire First Staff New Equipment More Staff Physical Plant First Products Test Advertising Cross Training Manage Cash Flow	Customer Service Collect Receivables Micro Managing Add New Products Add New Services First Systems Personal GTD	Hire First Manager Focus on Control Increasing Profits Hire Sales Staff Attend Seminars Hire Consultants Extend Vacation Expand, Acquire	Decision to Sell Thinking @ Options Legal Issues Review Tax Issues Prep for Retirement Business Valuation Other Opportunities Define Exit Timeline	Review Investments Maximize Profits Delegate Operations Hire Key Person Watch Competition Meet w/Advisers Train Successor
The Transitions Method: Tools, Training, Coaching	Strategic Plan Business Model Business Plan Marketing Plan Financing/Loans Business Coach Mentor Communications	Sales Training Marketing Calendar Marketing Tools Staff Training Operations Focus Communications Values & Standards Financial Plan	Leadership Skills Plan for Retirement Planning Training Buy a Business Hire Key Staff CEO Thinking Corporate Culture Attitude Tune Up	Partnering Develop Systems Right People Contingency Plan Renew Vision Formalized Training Emergency Prep. Add Profit Centers	Situation Review Succession Plan Select Exit Strategy Successor Training Build KPI System Legal Agreements Management Buyout ESOP	Retirement Plan Write Business Plan Strategic Plan Financial Plan Test KPI System Tracking System Trial Exit Operational Review

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