

The *Business Edge* Programme

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

What exactly is the 'Business Edge' programme?

Starting where our shorter *Business Builder* review leaves off, and also developed in conjunction with Steve Pipe and the Added Value Network, the *Business Edge* programme is designed to help entrepreneurs turn their business dreams into reality. How? Using a highly structured and super-intensive 1-2 day process, and a suite of powerful software tools, the *Business Edge* helps you to probe for, identify and create breakthrough strategies for supercharging your sales, profits and prospects.

What exactly does it cover?

The 102 key areas covered by the full *Business Edge* programme will be narrowed down to the 20-30 that will have the greatest impact on your business. Because the programme is tailored to your specific needs and circumstances in this way, it is impossible to say at this stage exactly what it will cover.

Even so, some of the key areas that it could cover if they are important to you include:

- How to make much, much more of the ideas already covered in the *Business Builder* Review – for example, defining and achieving your goals, identifying and tackling the major challenges facing your business, selling your products and services for what they are really worth, winning more customers - and earning more money from them - than ever before etc
- How to develop the key systems you need to make your business super-successful
- How to develop sales systems that turbocharge your sales and profits
- How to never lose another customer ever again by making yours the most talked about customer service in your industry or area
- How to tap into the enormous hidden potential of your team so that you stay many steps ahead of your biggest and best competitors
- How to add £10,000 to your marketing budget - without it costing you a penny!
- How to turn all the great ideas generated into action and results
- And, above all, how you can build a more profitable business that is worth much more when you come to sell or retire, turns 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.

Will it work for you?

As with the *Business Builder* Review, the answer is categorically YES. So naturally you get the same **unconditional 100% money back guarantee**.

And that means, of course, that in the unlikely event that you are not completely delighted by the end of the programme, the partners will refund every single penny of your *Business Edge* investment from their personal bank accounts.... with no hassle and no questions asked.