

ACHIEVE YOUR VISION THIS YEAR

Building a unique and profitable business is the first step to gaining the mindshare of potential customers in today's market...

Your company mission is what you are. Solution providers can gain a tremendous advantage in their market by focusing around a mission they are passionate about and have the skills to be the best at. Vision describes your direction. As companies develop a sense of shared vision, they create synergy among each team member. When compared to what we call "current reality", a creative tension is formed that will propel the company toward its vision. As solutions providers, manufacturers, and distributors understand each other's mission and vision, they are able to form a team, building on each other's success. Once you know your mission, and have established your vision, discipline, passion, knowledge, and market driven needs must come together to create an effective execution plan.

WHAT YOU WILL GET

A one day interactive workshop

Proven business models

Industry specific expertise

A custom action plan

Ongoing interactive support options

Vision Development Workshop

BENEFITS

- Learn what solutions to focus on
- Create a profitable business model
- Leave with a customized action plan

FEATURES

- Understanding technology cycles
- Study today's emerging market trends
- A new approach to business development
- Building on your current momentum

Workshop Outline

Morning:

- Understanding technology adoption life-cycle models and how to predict technology trends
- Gain an understanding of market trends—what technologies are relevant and who is buying them.
- Clarify your company mission and set your direction

Afternoon:

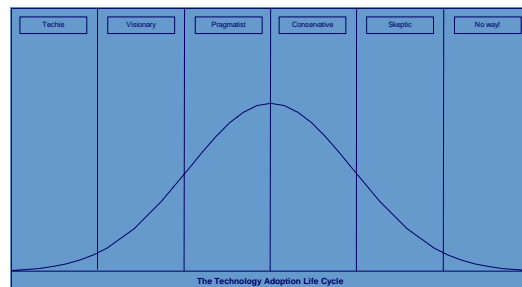
- A look at key financial indicators
- Solutions—improve your technology portfolio
- Partnering - making the most of your partnerships
- Increasing the effectiveness of your sales and marketing efforts
- Building an action plan that prepares you to move forward
- Understanding the next steps

WISE BUSINESS DECISIONS



Who should attend? If the solutions you are providing to the market are not bringing in gross profit like they used to, new sales people are not able to ramp up as quickly as you thought, or you are struggling with decisions like, “should I build a managed services offering or a security practice?”, this workshop may give you what you need. This workshop is specifically directed toward owners and senior managers of small to medium sized technology reseller businesses, with a focus on building a customized action planning process to move your company forward.

Understanding the Technology Adoption Life-Cycle and why certain solutions are no longer profitable is a critical factor in creating a profitable business. It helps us understand why sales teams struggle to find new accounts, why solution providers see less money on the bottom line, and how to make wise business decisions on where to invest, what technology to adopt, who to partner with, and whether or not to spend the time creating new divisions or offerings within our company.



PEOPLE AND PARTNERS



Unless you can uniquely differentiate your company from your competition, price becomes the differentiator. People have a lot to do with who you are. Your team’s intellectual capital and ability to execute are what differentiates your company from the many solution providers you compete with. Making sure you have the right people in the right places, and the right partners supporting your business is critical to achieving your vision. Enhancing your team’s capacity to think and act in new synergistic ways, with full coordination and a sense of unity will

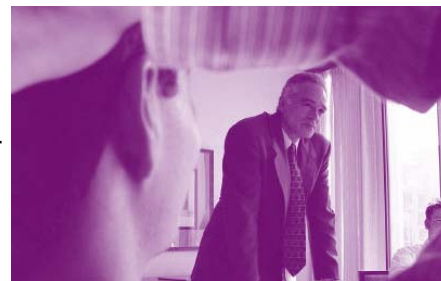


allow you to meet the needs of new and existing customers in ways that will allow you to dramatically grow your business. The Vision Development Workshop uses a unique planning guide to walk you and your management team through a simple process of clarifying your mission, creating a shared vision, and evaluating your existing team, partners, and solutions. The result is; you will begin to understand where points of leverage lie for improving your business. You can expect to complete this process with a clear understanding of where your organization needs to go, where changes need to be made, and what steps of action will take you to the next step.

BUILDING BUSINESS VALUE



Increasing the value of your business means opening up new options for where you will take your business over the coming years. As an investment you will want to have options for growing your company, creating a passive cash model, merging with another like company, or working toward a strategic selling plan. Each of these directions will demand that your company be profitable, innovative, and resilient as markets change, new technology trends evolve, and personnel changes occur. Making the right technology choices, building the right solutions to increase your company’s value proposition, and creating an effective organization will all play a role in how



your company business builds. Building new clients, creating recurring revenue models, and developing innovative solutions will all be part of your company valuation. The Vision Development Workshop is meant to help you create a new vision, develop the steps for getting there, and pull together the team with passion and discipline to reach it. Stelzl Visionary Learning Concepts helps you build that plan and provides many ongoing support options such as personalized coaching to keep you on track as you move forward.