

## **12 Month Program for Window Film Dealers**

**Purpose:** This is a 12 month webinar delivered program to help the Window Film dealers grow their business and improve their lives.

**Format:** Bi-weekly, 60 minute webinar sessions with support materials, monthly 1 hour private coaching.

In this 12 month series, we will be covering:

**Vision & Belief** – *How are you going to get there if you don't know where there is?*

- What do you want your life and business to be like 1, 5 and 10 years from now?
- Succession planning – creating the business you would want to buy so you can sell it.
- What are your core values?
- Qualitative and quantitative measurements of where you are and where you want to be.
- Explanation of the Be – Do – Have cycle.
- Busting out of the Technician mindset and into the Entrepreneur mindset.
- Working **on** your business not just **in** it.

**Sales & Marketing** – *No more Venetian blind tans waiting for the next customer*

- Critical Success Factors of sales (prospecting, rapport building, problem identification, presenting, objections, closing the sale, resales and referrals)
- Identifying your ideal customers
- Developing your unique brand
- Websites
- Working with and managing Sales Staff

**Managing** – *Learning how to leverage results*

- Critical Success Factors for Managing (planning, organization, staffing, delegation, supervising, measuring and reporting)
- Hiring and Firing
- Creating a virtual team

**Leading** – *Creating and growing the team*

- Critical Success Factors for leaders (Visioning, strategic planning, communication, conflict resolution)
- Sharing the vision
- Developing yourself
- Traits of the successful leader

**Financials** – *Keeping your fingers on the pulse of your business*

- Critical Success Factors for finances
- What to look for in a book keeper and accountant
- Creating financial systems

**Self Management** – *Who you are speaks so loudly to me that I cannot hear what you say*

- Creating Work-Life balance
- Defining success on your terms
- Overcoming obstacles
- Playing outside of the box
- Putting the past where it belongs and living your Big Hairy Audacious Future