



HARROP ENTERPRISES TRAINING PROGRAMMES

1. **Getting the 'Right' Stuff Done** – Results are achieved when you can hold yourself and others accountable using this robust 7 step framework
2. **Time Management** – From Chaos to Control. The art of being insanely productive and getting the right things done
3. **Smart Sales Strategies for Business** - How to sell more with less effort. Selling is a skill that can be learned and enhanced by developing a great sales process
4. **Exceptional Customer Service** - How to keep your profitable customers coming back, again and again.
5. **Goal Setting and Achievement Habits** – How to set yourself up for success
6. **Effective Communication** – Learn simple concepts and frameworks that will help you in your interactions when dealing with 'difficult' people
7. **Systems** - How to get your business working so you don't have to. Designing and building effective systems can save you and your team time, money and frustration
8. **Effective Marketing** – Generate more leads and attract new customers into your business today
9. **Business kick starter** – The 10 steps to get your business back on track, making money and being profitable
10. **Financial Mastery** – How to make more money and have better cash flow by understanding your financials
11. **Small Business, Big Exit** – How to make more money selling your business than running it

Business success is not accidental. It is planned. It is strategized. It is directed. Sam Harrop has the knowledge, tools and experience to assist businesses of any size to thrive. For more information, contact Sam on 0438 610 118 or view his website at www.samharrop.com.au

Getting Stuff Done – 7 Steps to Accountability and Great Results

“How you can get yourself and others to achieve more”

Overview

Business operation is hectic and frantic. Each and every day, there is more to do and seemingly less time to do it. The most certain way to business success is to make sure each person within the business knows what they need to do, when they need to do it and, most importantly, are held accountable for getting their stuff done.

Ideal for:

This workshop is well suited for anyone who wants to increase personal and team productivity through accountability such as busy individuals and managers who need to know that they and their team are accountable for results:

- Employees
- Managers
- Team leaders
- Business owners

Learning outcomes

- Increase in personal and team productivity
- Increase in accountability
- We know that with personal accountability we are more productive, are able to use our time better, have more satisfaction in our work, have better relationships and feel better about ourselves. It boils down to the question of “what can I do?”

Topics covered can include:

- 7 steps to accountability
- The fundamental difference between responsibility and accountability
- How to set goals and increase your chances of achieving them
- Different types of plans
- 7 thieves of time
- How to best structure your time for maximum productivity
- How to identify key activities that will help you achieve the results you desire
- How to measure progress and results
- How to set clear expectations making it easier for individuals to hold themselves and others accountable
- Effective delegation
- Tough conversations to address poor performance

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Time Management – From Chaos to Control

“The Art of Being Amazingly Productive and Getting the Right Things Done”

Overview

Each day, every individual is allocated 24 hours to do what they need to get done. Some people utilise this time exceptionally well whilst others never seem to cross anything off their ever expanding ‘to do’ lists.

Research shows that we are all feeling increasing levels of frustration in our businesses, our companies and our lives in general, simply because we are struggling to get everything done when it needs to be done. In all likelihood, this problem is only going to continue to get worse.

Not having enough time is one of the most common excuses people have and they believe that in order to achieve more, they need to manage their time better. The challenge is that the concept of ‘time management’ is actually a fallacy. We cannot manage time, however, we can manage what we do with our time. How we use our time will determine our results.

Ideal for:

This workshop is suited for anyone who wants to increase personal productivity and minimise stress caused through a reactive-responsive mode of working including:

- Employees
- Managers
- Team leaders
- Business owners

Training outcomes

- Increase in productivity and a reduction in stress
- Structure which can be used to maintain balance
- Better relationships with your team, staff and customers
- Improvement in customer service

Topics covered can include:

- How to calculate what your time is worth
- The seven biggest culprits of time theft
- Understand how ‘urgency’ and ‘importance’ drive your daily tasks
- Where your time goes in your existing schedule
- Strategies to allow you to take control of your schedule
- How to manage your work environment to prevent and reduce time wastage
- Effective e-mail management
- How to plan your days and your weeks so that you can invest your time both in yourself, your work, your health and relationships
- How to identify what are the vital few tasks, activities and goals that you need to do or achieve that will contribute the most to the success of you and the business
- How to prioritise what needs to be done and when – this is not a ‘To Do’ list.
- How to say “no” in a way that is honest and respectful

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Smart Sales Strategies for Business

“How to help people buy from you”

Overview

One of the biggest challenges in business is driving sales. Get it right and your business will boom; get it wrong and you can struggle. Customers do not like being ‘sold’ something. Pressuring customers into purchasing something that they know very well they do not want or need, is a quick way to alienate them and deter them from using or referring your business in the future. However, driving sales growth is vital to building a successful business. Selling is a skill that can be learned. Experience tells us that a person who is taught how to sell and who understands the psychological process a buyer undergoes, will have a better sales record than someone who adopts a hit-and-miss approach to their sales.

Ideal for:

New and seasoned sales professionals who want to update their selling skills and strengthen their knowledge of the customer sales process will find this workshop invaluable, including:

- All customer-facing employees
- Managers
- Team leaders
- Business owners

Training outcomes

- Participants walk away from this presentation knowing that sales can be fun and with the confidence that they can sell more than they ever thought possible
- Increase in revenue by attracting new clients, receiving more referrals and increased customer loyalty and repeat business
- Positive impact on self-respect when attendees realise how valuable their service is and how meaningful the solutions they help people achieve can be
- A clearly defined sales process and a clear understanding on how this can be used to help people buy

Topics covered can include:

- Clearly understand and define what selling is and why most people prefer to buy than be sold to
- Why so many people do not like ‘sales people’ and what to do about it
- Understanding your ‘why’ to give your sales purpose and power
- Investigate different sales techniques
- Helping customers to buy through understanding the four key personality types
- How to quickly build rapport and qualify leads
- Who is most likely to buy from you and why; making it relevant to your potential target customer
- Defining the benefits of your service and product and what makes you unique
- How to demonstrate value for money, quality and competitive points of difference
- Developing a sales process with effective scripts
- Handling objections

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Exceptional Customer Service

“How to keep your profitable customers coming back, again and again”

Overview

In today's competitive business environment, customers want us to win their hearts, minds and *then* their wallets! To be able to do this, you need to make sure that your team is engaged, motivated and are eager to over-deliver on customer expectations and create memorable customer experiences.

It costs 7 to 10 times more to get a new client than it does to keep an existing one. One of the most important things any business can do is focus 'massive' attention on their existing clients. After all, you worked so hard to get them in the first place.

Ideal for:

The learnings in this workshop are perfect for staff members at all levels who want to develop their customer service and communication skills:

- All customer facing employees
- Managers
- Team leaders
- Business owners

Training outcomes

- Delivery of exceptional customer experience from first contact
- Increased sales and revenue
- Improved customer retention and stronger relationships
- Reduction of costly customer service problems
- Increase in customer loyalty and more repeat customers
- Increase in referrals

Topics covered can include:

- What is good customer service?
- The financial impact of repeat business
- Creating outstanding first impressions
- What are the 'Moments of Truth' and how to enhance them
- Using 'customer-centric' language
- Identifying and working with different customer personalities and communication styles
- How to create 'Raving Fans' who proactively refer people to your business
- Effective communication with your customers via e-mail, telephone and in person
- The 80/20 rule and letting some customers go
- Effective questioning techniques
- Six steps to effective complaint handling

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OTHER TRAINING PROGRAMME OVERVIEWS

Goal Setting and Achievement Habits

How to set yourself up for success

Clarity is power. Clearly defining what it is you want to achieve and why you want to achieve it is important. Knowing which actions are going to help you achieve the results you desire and scheduling them is crucial.

In this workshop you will learn how to set 'SMART' goals as well as identify what actions you need to take and how to make sure you take the actions when you need to.

- What are goals and why set them?
- Areas of your business that need goals
- What happens when people achieve their goals
- The impact of positive thinking
- The SMART goal setting principle
- When to review and revise goals
- A step-by-step goal setting process

Effective Communication

Do you have to deal with 'difficult' people?

Are you the owner or the manager in a business?

Do you deal directly with customers or prospects?

Then this workshop is for you. Learn simple concepts and frameworks that will help you in your interactions with people including:

- How to recognise *who* you are interacting with and *how* to get on with difficult people
- How to recognise the 'Blame Cycle' and what to do about it
- How, by just restructuring *the way you ask people to do things*, the likelihood of them doing it increases dramatically!
- How to have *tough conversations* with people and address failed promises
- How to better understand yourself and your behaviour
- How to *understand your team* and get the best from them
- The importance of providing *effective feedback*

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Systems - How to Get Your Business Working So You Don't Have To

Effective systems can save you and your team time, money and frustration. 'Systemise the routine - humanise the exception'. Anything that cannot be systemised needs to be run by people. Always look at putting a system in place rather than employing more people. A system will allow things to be done consistently; regardless of the team member.

Ask yourself...What are you doing on a regular basis that a lower paid team member could be doing if it were systemised? Is there anything you hate doing which could be done by a lower paid person if it were systemised?

Remember - Systems run your business... People run your systems... You lead your people...

- Why systemize your business?
- The benefits of business systems
- How to take stock of your existing - or lack of - systems
- Seven areas of your business you need to systemize
- How to create and implement new systems

Effective Marketing

Do you want to generate more leads and attract new customers into your business today?
The Effective Marketing workshop demonstrates simple, proven strategies for marketing your business including:

- How to have an unlimited marketing budget
- How to define your uniqueness in a compelling and meaningful way and use it to become a leader in your industry
- How marketing has changed and what to do about it
- How to put together great ads to make sure you get the best response
- The elements that make an offer 'powerful'
- How to track responses on your marketing campaign
- How to create a referral strategy in your business
- The 80/20 rule in your business
- How to figure out who your ideal customers are
- How to handle (and fire!) difficult customers
- Strategies you can implement to boost your repeat business

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Financial Mastery

“How to Make More Money Just by Better Understanding Your Financials”

Do you hate numbers or find them difficult to understand?

Does talking about numbers bore you and turn you off?

Are you scared about asking your accountant questions in case you look stupid?

If you answered “yes!” to any of these questions, then these workshops are for you.

The good news is you do not need to know how to ‘do the books’; you just need to know the right questions to ask! In this workshop, you will learn which key financial reports you need to have and how these reports should be set up so you can understand them and be able to make well-informed business decisions which will increase your profits.

- The importance of key cash flow tools
- How to read your financial statements
- Understand the cash flow cycle
- How to work out how much to pay a sales person
- Know when you start to make a profit
- How to set and achieve financial goals

Business Kick Starter

“Get your business back on track and profitable”

Business owners are working harder and harder, longer and longer, very often with little more to show for it. This training programme shares the 10 steps that business owners can use to get their businesses back on track, making money and being profitable.

Do you want to increase the value of your business by making it more profitable and less dependent on you?

When you make your business more valuable, you have more choices.....you can CHOOSE how you spend YOUR TIME and YOUR MONEY.

Together we will get clear about the results you want to achieve, why you want to achieve them and then develop an effective strategy and plan so you know what you need to do, when you need to do it and how to do it. No fluff, just useful, practical strategies and tactics that get results.

- Understand how your business makes money and adds value
- Which three numbers you need to know
- How to calculate breakeven and what that really means
- Why and how to create a dashboard for your business
- How to collect money you have already earned
- How to convert more sales by creating an opportunity list
- Building a sales process
- How to identify and use critical drivers
- Get control of your time

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Small Business Big Exit

“How to make more money selling your business than running it”

84% of businesses that are listed for sale do not sell. A majority of those that do sell, do so for considerably less than expected, however, this does not have to be the case.

Smart business owners who want a return for all the hard years they have worked, recognise that they need to be more proactive in preparing their business for sale.

In this ‘eye opening’ and practical workshop, you will learn how you can dictate a premium price for your business and sell when the time is right. You will be introduced to a simple, yet powerful, 5 Step Framework which will help you know what to do, how to do it and when to do it.

The good news is, everything you are doing to prepare your business for sale, will help make your business more successful. What is good for you is also good for the buyer.

By attending you will learn:

- Who would want to buy your business and why
- Different ways your business can be valued
- The 8 reasons why you may be forced to sell your business before you are ready
- The biggest regrets of sellers of businesses
- If you should use a business broker or not
- A simple and powerful 5 Step Process to help you prepare your business

You will walk away from this workshop with confidence knowing what you need to do to be able to sell your business for a premium price when the time is right. You will know how to get the best return from your business, giving you more money to achieve your goals and dreams.

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ABOUT SAM HARROP

All businesses, regardless of their size, have difficulty getting things done. From small businesses to the large corporations, the people in them are trying to cope with the daily demands of doing business, whether that be doing the accounts, chasing and converting sales, or just *doing* the actual work. Getting stuff done efficiently and consistently is a constant battle which many businesses are losing – but they do not need to be.

Sam Harrop is a dedicated, highly experienced business mentor, trainer, author and professional speaker with a proven track record of business success, both in Australia and overseas. Passionate about business, Sam enthusiastically works with business owners and their teams to identify and implement systems and processes to make every aspect of businesses work effectively and efficiently – in other words – to get stuff done.

Training

Effective, motivated teams are comprised of members who feel valued and respected. An important way to achieve this is through the conduct of relevant, onsite training. Sam is an experienced trainer of teams across all market sectors as he is adept at transferring his extraordinary experience and knowledge to pass on messages which are informative, entertaining and vital to business success. With all team members on board and working towards the same goals, businesses thrive.



Mentoring

For any business to succeed, it must be led and managed in a purposeful, strategic manner. Many businesses are started by people with a good idea or special talent but this may not translate into business acumen and success. Sam's one-on-one consulting services are tailored to suit the business growth, sustainability and succession needs of individual owners enabling him to share specific strategies and practices proven to achieve business success. Sam is all about accountability so his consultancy clients are given practical tasks to complete or goals to implement to ensure that sessions are powerful and purposeful for all concerned.

Professional Speaking

Sam is an accomplished professional speaker. With an easy going style and personal approach, Sam is able to convey in easy to understand terms even the most complex of business strategies to ensure that each and every audience member leaves his presentations feeling both informed and empowered.

Sam's books

Sam has authored two books; 'Getting Stuff Done – how to procrastinate less and achieve more' and 'Small Business Big Exit'. Both texts are easy to read and jargon-free to ensure that their messages are clear about how businesses can be improved in terms of efficiency, profitability and positioning for the future. Both are brimming with knowledge Sam has acquired over many years of building his own successful businesses, making them invaluable business growth and consolidation tools.

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