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## Achieve Your Goals

By focusing on proven business building strategies and new ideas, BGR™ helps you tackle the challenges that are holding you back AND discover the opportunities that are right at your doorstep. All of which are designed to build an even better business for you. Your business grows, your profits improve, your life and life-style get better.

With a focus on **implementing ideas** rather than just talking about them, BGR™ really is a very different hands-on program. For instance, at the end of each BGR™ meeting you commit to an “Action Plan” to implement that idea just as soon as possible. This ensures you see better results and achieve more and more of your goals.

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## Why Effective Business Solutions USA, Inc.?

Our company is not just any accounting firm—we are Results Accountants TM, members of the largest network of independent, leading-edge accountants in the world called the ‘Results Accountants’ Network TM. This membership gives us privileged access to a massive amount of business development and business building information and tools that help you grow your business.

‘Results Accountants TM’ focus on quite different issues than the standard accounting firm. They work actively with you to make your business MUCH more valuable. Issues such as how to plan for the future, improve marketing, sales, management, teamwork, productivity, systems and financial position, are all addressed.

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## What are satisfied BGR™ clients saying about Effective Business Solutions, USA, Inc.?

*“By taking part in the BGR™ program, I learned how to compete on issues other than price, even when price appears so important.”*

- William Felix

*“The BGR™ program showed me how to substantially bring up my bottom line and at the same time helped me to figure out how to avoid last minute cash crunches. A most worthwhile expenditure of my time and money!”*

- Susan Wright

*“BGR™ helped me to find out what my customers really wanted to buy and showed me how to keep customers coming back over and over and not lose them to my competition.”*

- Jason Burgess

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### Effective Business Solutions USA, Inc.

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***Build Your Business  
into the  
Powerhouse  
You've Always  
Wanted!***

**Businesses  
Getting Results**

*Join us now and get  
guaranteed results.*

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## Focusing on 4 Ways to Grow a Business

To maximize the results you achieve, our BGR™ meetings focus on the '4 Ways' to Grow Your Business, how to win new customers (of the type you want), how to keep them coming back more and more often, how to have them spend more each time they do, and how to improve the processes the way your business operates easily. We'll also review some 'fundamentals' and the key strategies many businesses lack. All of these topics are aimed at systematically growing your business, step by step. Below are the '4 Ways' to grow your business and a sampling of topics that will be discussed.

### Increase the number of customers of the type you want to have.

Advertorials and direct response ads vs. traditional advertising.

Three sure-fire ways of getting your foot in the door!

Seven ways to gather referrals for your business.

### Increase the average value of each sale.

Tips on creating a great Unique Core Differentiator for your business.

Cross Selling - checklists and other tools.

Increase your average sale by making offers your customers can't refuse!

### Increase the transaction frequency.

Phone-Mail-Phone: A key to better results.

Taking the mystery out of selling. . . create a system that sells for you.

Develop a Promotions Schedule to propel sales.

### Increase the effectiveness of each business process.

The S.W.O.T. Snapshot - zooming in on your business.

Working on your business rather than in it - What's that all about?

Conversion Rates - why tracking is vital and how to improve yours.



Build your business into the business you've always wanted by joining 'Businesses Getting Results™' Now!

## Business Getting Results™

BGR™ is a membership program for selected clients and business people who want to improve a wide range of aspects of their business in an easy, manageable way.

BGR™ is a new kind of program where members meet once every 4 to 6 weeks for just 2 hours to work on a different issue or strategy. We review and discuss specific topics and look at how to implement the strategies within your business. The number of participants in the BGR™ sessions will be limited to just eight, allowing for the highest level of personal attention and support. At each meeting you will have the opportunity to network and build stronger relationships with like-minded business people, increase referrals to your business as well as sales.

## Benefits of BGR™

- Solve business-building issues in an easy and useful way.
- Benefits from the collective experience of your peers and your team here.
- Network with other business owners and executives like yourself.

## How BGR™ Works

- *Solve a different issue in your business each month.* Each month we select a different topic. One month it may be "How to keep customers coming back" and another might be "Getting a handle on your cash flow." The topics are varied to cover a myriad of areas. The meetings are designed to give you specific action steps and the information you need to take steps to implement new strategies and solutions into your business. That way, you begin to see some real changes and increases in profit as well.
- *Access to privileged information and ongoing support.* In addition to monthly meetings, you receive selected articles and research studies. These include "how-to's" on topics geared to your individual needs.

Business Getting Results™ and the meetings we hold will provide you with tools and solutions to help you with a wide range of selected business issues. By participating in BGR™ you'll discover how to deal with each challenge you face and make the most of your opportunities.