

Find Focus for Your Business During an Economic Crisis

MINNEAPOLIS (JANUARY 2009) – There has never been a more important time for businesses to be absolutely laser-focused on what they need to do to survive and thrive in today's economy.

Ultimate Breakthrough Planning: The Business Funnel Approach (ISBN 978-0-9798249-0-6), by Mike Ferrell, gives business owners a simple process which rivets that laser focus into place.

The Business Funnel Approach is exactly the tool businesses need to survive in today's unpredictable economy. Ferrell's non-traditional model sets businesses up for success by concentrating on what they can control. With great challenges come great opportunities, but you can't capitalize on them without a plan.

Today is not so much about growing a business; it's about sustaining one. *Ultimate Breakthrough Planning* is the perfect guide for business owners with companies of all sizes to refocus and survive today's shifting business culture.

Tried and untrue, the traditional business model is flawed: it creates a static document – not an active process – to grow a business. Ferrell, a long-time consultant, shows business owners how to create and successfully execute business growth plans.

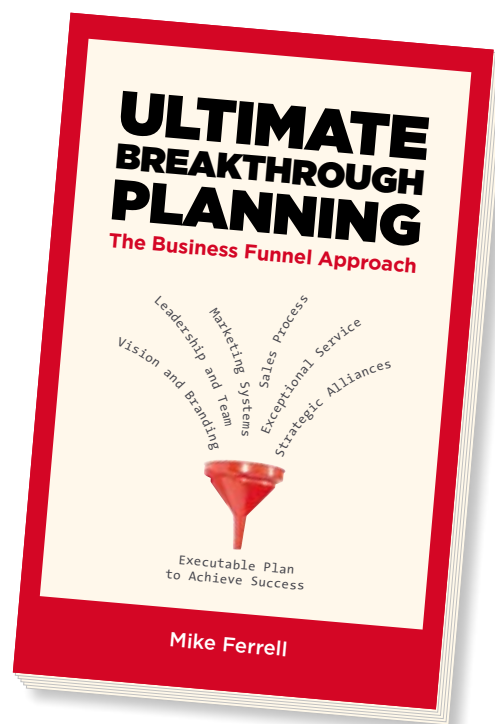
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“Too many business owners focus on outcomes and skip the specific steps needed to achieve those outcomes,” says Ferrell. “Each month they look at their results and cannot figure out why they are not hitting their numbers. The reason is they have no plan for execution.”

This plan offers Six Key Elements for a successful strategy: vision and branding, leadership and team, marketing systems, sales process, exceptional service and strategic alliances. Once these elements are pinpointed, the final step funnels them into a step-by-step plan that produces results.

Watch the *Ultimate Breakthrough Planning* Book Trailer on YouTube!

Featured in *MinnesotaBusiness Magazine*



“As an agency owner, I have to concentrate on [the] day-to-day,” says Steve Grice, president of Grice Financial Group. “Mike helped us focus on strategies that are profitable and give us a clear direction.”

Ferrell has spent the past decade training and coaching thousands of business professionals on how to use the Business Funnel Approach. He has presented workshops and seminars all over the country. His clients include Ameriprise, Transamerica, Conseco and Piper Jaffray.

Those who want to grow their businesses with a step-by-step process need *Ultimate Breakthrough Planning*.

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“... a jam-packed quick-read guide for more effective action planning that will help any business.”

ARMCHAIR INTERVIEWS

About the Author:

As founder and president of The Pinecrest Group, Mike Ferrell has worked with many companies in hiring, training, and managing sales forces as well as creating and implementing business and marketing plans for over 20 years. He has been involved in eight different start-ups and worked with companies as small as one to as large as 500 employees. Over the past 10 years, Ferrell has trained and coached financial services providers on how to grow their businesses using this approach. He has presented workshops and seminars all over the country, with over 10,000 salespeople completing them. Clients include Ameriprise, Transamerica, RBC Dain Rauscher and Piper Jaffray.



Blog:

WWW.ULTIMATEBREAKTHROUGH-PLANNING.BLOGSPOT.COM



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DISCOVER WHY:

- ▶ Most traditional business plans never achieve their goals
- ▶ Focusing on an executable process can help grow a business 50, 100 – even 200 percent
- ▶ Discipline and focus are the two most important elements to any successful business plan
- ▶ Creating a plan for a business will result in ample capital opportunities

SIX KEY ELEMENTS FOR A SUCCESSFUL STRATEGY:

1. Vision and Branding
2. Leadership and Team
3. Marketing Systems
4. Sales Process
5. Exceptional Service
6. Strategic Alliances

AS HEARD ON:

WCCO RADIO'S GOOD MORNING
MINNESOTA WITH GOVERNOR TIM
PAWLENTY
WCCO RADIO'S MONDALE AND JONES
THE FAN'S TALK OF THE TOWN WITH
TRACY LUNDEEN

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“Mike’s presentations are dynamic and get our advisors thinking about a different approach to their practices.”

LEO CARTEN, VP, INSURANCE SERVICES, PIPER JAFFRAY

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