

VISION QUEST OF OWNERSHIP

THE
MEMON

Entrepreneurship

SUMMIT





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The Challenge of your own Quest

But not every small business is positioned for success. In fact, only about two-thirds of businesses with employees survive at least two years, and about half survive five years. So, you may be in for a real challenge when you decide to take the plunge, ditch your day job, and become a business owner. The stage is often set in the beginning, so making sure you follow all of the necessary steps when starting your business can set the foundation for success.

Starting a business and Life can be really difficult sometimes. We all deal with it. But how you as individuals handle it will define your success, and so I will share with you what I have learned and used in overcome challenges and I still deal with challenges to this day!

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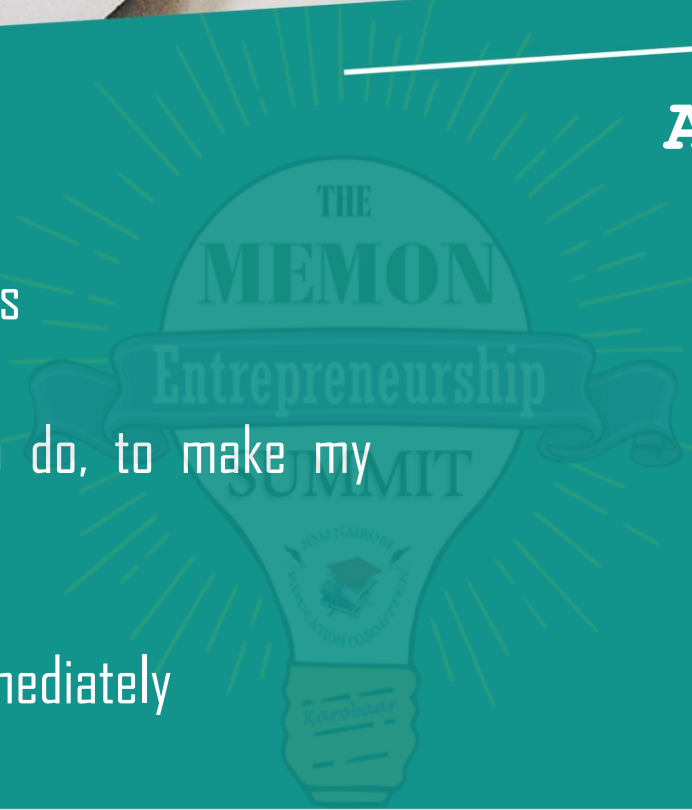
MAXIMIZE YOUR COMPETITIVE
ADVANTAGE. COMMUNICATE
CONFIDENTLY. TRANSFORM
YOUR BUSINESS.





Awaken the Leader in You

- What has been stopping my business
- Where is my Psychology
- What are 3 things I am going to do, to make my Psychology stronger
- What skills am I missing
- What 3 steps am I going to take immediately



3 to Thrive: Leadership

In my 30 years experience in the military and 14 years as a civilian, I have witnessed:

- What is your leadership style
- Train your Psychology
- Build a network that builds your net worth



PROSPECT EFFECTIVELY.
COMMUNICATE CONFIDENTLY.
SELL STRATEGICALLY

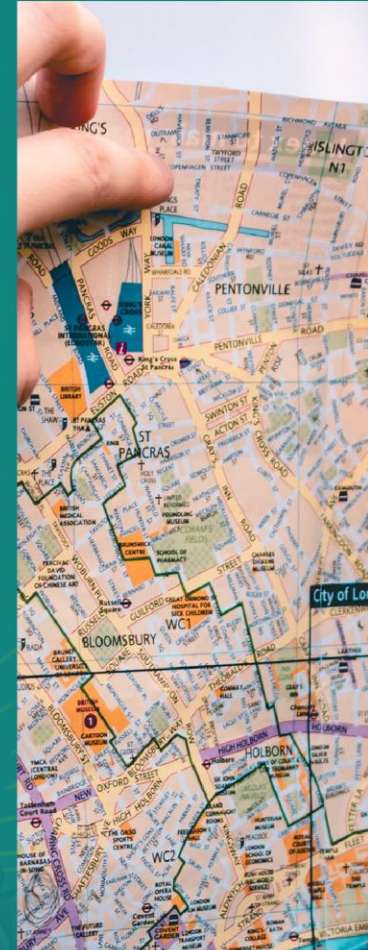


Remember, persuasion is getting people to do something for their reasons, not yours. As a business owner you have the potential power to influence, so harness it and use it for good.



3 TO THRIVE: SALES

- Learn from the masters:
- Unlock sales psychology Secrets
- Optimize for high impact





Market your X-factor

COMMUNICATE YOUR VALUE.
MAXIMIZE YOUR COMPETITIVE
ADVANTAGE.



Who are your current customers/clients and how would you describe your ideal client?

What do your current and ideal clients desire and need most?

What do they want so badly that they're willing to bend intuitive rules of spending to have?

How do you tell your core story in a way that compels them to buy from you?

What is your X-factor? What is your competitive advantage? What sets you apart?

Why should someone do business with you and not your competitor?



3 TO THRIVE: MARKETING

“Business has only two basic functions – marketing and innovation.”

Crack the code of Brand Identity

Maximize Your marketing

Dominate your Market

