

The Advisory Group



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Proudly Announces - The Marketing Strategy and Business Plan Workshop

The 3.5-Day Marketing Strategy and Business Plan (MSBP) Workshop will allow you to produce a complete marketing strategy and business plan outline in just 3.5 days! Whether you are just getting started, considering a program expansion, or if you have been operating a teambuilding center, training and development practice, or consultancy for some time, MSBP will help you turn your business ideas and hopes into realities. MSBP is a fast paced retreat and training workshop that will walk you through every aspect of your business planning process. Laptop computers are used to so that you can begin to write your business plan during each workout session.

MSBP will provide you with:

- ✓ A detailed and comprehensive business plan in electronic form (on disk)
- ✓ A highly personalized marketing strategy and marketing calendar for your business/program
- ✓ Formulas and a system for developing the perfect pricing model
- ✓ Sales strategy and development of a step by step sales-process-map
- ✓ Line item budgets for years 1-3
- ✓ Skills and formulas to project future income
- ✓ Systems and formulas to define staff compensation and contract-staff pay rates
- ✓ Highly personalized marketing materials needs-analysis

MSBP will also provide:

- ✓ Daily coaching sessions to review your business concepts, vision, hopes and dreams
- ✓ Tips and training sessions on how to reach the clients you want to serve
- ✓ Tips and training sessions on financial management
- ✓ Tips and training sessions of the art of consultative selling
- ✓ Time management plans to produce the results you want

MSBP consists of three and a half days of skill building, business plan writing workout sessions, guest speakers, role-plays, group discussions, and one on one coaching from our senior business development advisors. Every attendee will have access to a computer so that you can depart MSBP with a complete outline of your business plan. Attendees will be asked to complete 2-3 hours of pre-work. Registration is limited to 12 individuals.

Return on investment- No other retreat in our field will allow you to produce a detailed business plan with guidance and insights from the field's leading business development consultants.

Tuition: \$2500.00 per person, or 2 people for \$4500.00

Dates: Call for the latest dates

Location: Table Mountain Inn, Golden, Colorado or The Golden Hotel, Golden, Colorado.
Located just 35 miles West of the Denver International Airport.

MSBP General Information

Flights: You will fly into Denver International Airport which is about 30 miles from your destination in Golden. All major airlines and most discount airlines fly to Denver. Shuttle services are available.

Start and End Times: We will start promptly at 9:00 a.m. on the first day. We will end at 12 Noon on the final day. You will want to allow 45 minutes to 1 hour to get to the airport, so please do not book your departure flight prior to 2 PM on the final day.

Transportation: You may choose to rent a car so that you can explore the area. We will also facilitate ride sharing among participants by providing you with the names and email addresses of other people arriving near your time. This will occur closer to the actual dates

Lodging: There are dozens of quality hotels in the area. The hotels listed below are within a 5-10 minutes of the workshop. Make arrangements early as rates will rise.

Candlewood Suites

895 Tabor St., Golden, CO • 303-232-7171

Days Inn

15059 W. Colfax Ave., Golden, CO • 303-277-0200

Table Mountain Inn

1310 Washington Ave., Golden, CO • 303-277-9898

Meals: Breakfast, snacks, lunch, coffee, and drinks will be provided throughout each day. Dinners will be out with an option each evening to join the training group for dinner. We expect this to be a great opportunity to connect with others. Please note: we will have an evening session most nights.

Recreation: Welcome to the Rocky Mountains! World class downhill and crosscountry skiing are within a 45 minute drive from Golden. There are also over 125 miles of trails for hiking, running, biking, or rollerblading around the Golden area. You may want to add on a day or two to your trip to explore the mountains of Colorado.

Weather and Clothing: We will be dressed casual for this workshop. The weather in Colorado can be quite unpredictable. We can go from 70 one day to 20 the next. Please be sure to bring a wide range of clothing for any type of weather. Snow is definitely a possibility!

Flight Notice: If you would like to car pool or ride share please email your flight arrival and departure times to paul@tdadvisory.com as soon as you have made your arrangements.

Registration Form

Name(s): _____

Organization: _____

Mailing Address: _____

Phone Number: _____

Email/Website: _____ / _____

Number of registrants: _____

Are you a previous client of The Advisory Group? Yes No

Program Fee: Single Registrant \$2500.00 2nd or 3rd Registrant add \$2000.00 per person

Number of attendees: x rate = Total _____

Payment terms:

Payment One: A \$500.00 non-refundable deposit will hold your space. Make Checks Payable to **The Trainers and Developers Advisory**. Mail to 7095 S. Garrison St. Littleton, CO 80128

Final Payment: Due at time of training. Please bring the final payment with you to the start of the program.

Agreement: Please register me/my group for the Marketing Strategy and Business Plan Workshop. I have read and agree to the payment terms identified above.

Signature of Registrant/Representative

Date