

AGENDA

Bill Cates Presents

EXPONENTIAL GROWTH 2017

August 23-24, 2017

The Westin, Baltimore
Washington Airport

**The Client
Acquisition
Boot Camp**
for Advisors,
Consultants,
Agents & Coaches

Create Irresistible Value ♦ Maximize Introductions ♦ Get More Clients

Schedule at a Glance

DATE

August 23-24th, 2017

EVENT LOCATION & HOTEL

The Westin at Baltimore-Washington Airport (BWI)

DATE	BUSINESS-BUILDING STRATEGY SESSION	
Wednesday Morning 8:30am - 12:00pm	PART 1: Radical Relevance	Communicate Your Irresistible & Persuasive Value Proposition
LUNCH: Noon – 12:45pm		
Wednesday Afternoon 12:45pm- 5:00pm	PART 2: Super Referable	Get More Referrals & Introductions without Asking
OPTIONAL DINNER w/ BILL: 5:30pm – 8:30pm (approximately)		
Due to limited seats on the bus, so we recommend you purchase our seat in advance. Dinner (\$60) may be added to your tuition when you register.		
Thursday Morning 8:30am - 12:30pm	PART 3: Unlimited Introductions	Be Appropriately Proactive for Solid Introductions

More details provided on following pages ►

Is EXPONENTIAL GROWTH right for you?

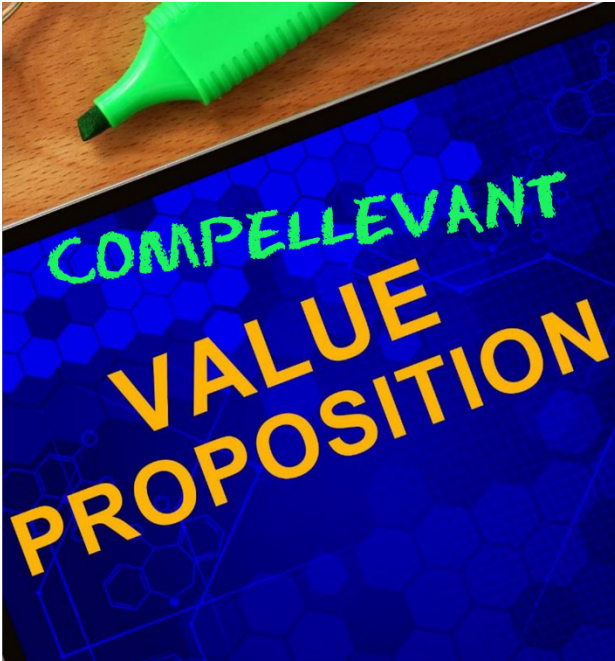
Get all the details here: <http://www.exponentialgrowth2017.com>

PART 1

Wednesday Morning (8:30am to 12:00pm)

Radical Relevance

Communicate Your Irresistible & Persuasive Value Proposition



There is nothing more fundamental to your sustained success than how you recognize and communicate your full value proposition. In this first section of EXPONENTIAL GROWTH 2017, you will develop and fine tune your value proposition to make sure it is:

- Radically Relevant to Attract Just the Right Prospects
- Critically Compelling to Move People to Take Action, and
- Determines Mutual Fit to Win the Client

Prior to the start of EXPO GROWTH 2017, Bill will provide you with a special report and a few exercises to get this process started before your arrival at this extraordinary event.

Masterminding – In small groups, you will fine tune your how you message your value to prospects, clients, and centers of influence. The net result will be a highly-effective value proposition that you can tailor to any situation (written, phone, or in person) designed to grab attention and move people to take action.

Focus Seat – Volunteers will have the opportunity to have the entire group focus on their value proposition, to make it even stronger. Everyone will benefit from these educational “hot seats.”

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PART 2

Wednesday Afternoon (12:45pm to 5:00pm)

Super Referable

Get More Referrals & Introductions without Asking



Are you getting at least some referrals without asking for them? You should be, you know. Are you getting introduced to your preferred level of prospect?

Before you can ask for referrals and introductions, you have to be referable. And the more referable you are with clients and centers of influence, the more you can generate (even expect) introductions to our ideal clients without putting our clients on the spot.

In the second section of EXPONENTIAL GROWTH, you will become crystal clear on what it takes to become super referable by putting in place:

- A prospect experience that wins new clients AND makes you highly referable
- An onboarding program that makes your new clients go, “Wow! More than I expected.”
- 10 simple methods to promote introductions that feel natural and produce results.

Brainstorming – The ideas will be flying fast and furious from all participants as you brainstorm in both small groups and the all the attendees to ensure you become super referable. You’ll feel good about the value you bring to your clients and they’ll stop keeping you to themselves.

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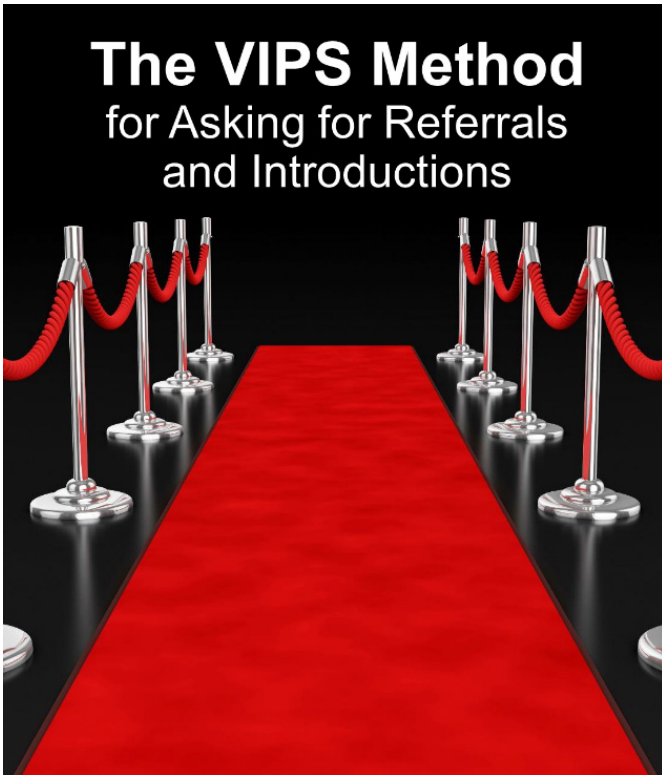
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PART 3

Thursday Morning (8:30am to 12:30pm)

Unlimited Introductions

Ask for Referrals without Pushing & Turn Them into Solid Introductions



Serving the heck out of your clients will create incremental growth. But if you truly want to create and sustain exponential growth, you need to be appropriately proactive in working with your clients to generate more referrals, to qualified prospects that turn into solid introductions.

When you take your enhanced value proposition, add your supercharged referability, and develop a consistent and confident process to become appropriately proactive, you've truly created *The Perfect Storm* for unlimited introductions.

In this third section of EXPONENTIAL GROWTH, you will discover:

- When to introduce the conversation without making the client feel put on the spot.

- How to ask for referrals without pushing, begging, or feeling creepy.
- What it takes to take the process all the way – to a solid introduction to high-level prospects.

Skills Practice – Bill will nudge you out of your comfort zone as you try on his proven V.I.P.S. Method™. In small groups, you and your fellow participants will work out some of the kinks in how you step into this important conversation; in a completely genuine and natural manner. You'll fine tune your language and build your confidence at the same time.

Is EXPONENTIAL GROWTH right for you?

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Before EXPO GROWTH 2017

Your transformation will begin the day you register for Exponential Growth 2017. The minute you *commit* to fine tuning your value proposition and adopting a proven system to generate new clients through referrals and introductions, your awareness will change; new opportunities will emerge and you'll reap the benefits.

Bill Cates will reach out to you to learn more about your business and what a successful experience looks like for you; to make the program hyper-relevant and valuable for you.

You'll be given a few tasks to accomplish beforehand to get your transformation started. These will ensure you maximize your results for the remainder of this year and well into the future.

After EXPO GROWTH 2017

Throughout the Boot Camp, Bill will be driving home the point that knowledge without action is almost worthless. Therefore, you'll depart with a clear picture of what you can put into action immediately, and what you should revisit a month or two later – for even greater results.

Because our ultimate goal is for YOU to SUCCEED, Bill will provide attendees with the following post- Boot Camp reinforcement resources free of charge:

- **3 Group Virtual Coaching Sessions** – Approximately 3 weeks following EXPONENTIAL GROWTH, Bill will host the first of 3 coaching sessions to cover new strategies and reinforce others through your success stories and your questions. *See last page for session details.*
- **Video Reinforcement** – For 7 weeks following the live session, Bill will send to you one reinforcement 7-min. video per week. These will reinforce what you learned at the boot camp and are a great way for you to share much of what you learned with your team.
- **Unlimited Access to Bill Cates** – You will have virtually unlimited access to Bill Cates for personalized reinforcement and coaching. Whatever obstacle or snag you might hit, can usually be overcome out through a quick email or telephone conversation.

Exponential Growth 2017 – Virtual Coaching

3 Formal Reinforcement Sessions

To be held approximately 2-3 weeks apart after the live session

Virtual Session #1

Productive Referral Relationships with Centers of Influence

- + Coaching to success stories you're having.
- + Coaching to challenges and answering questions.

Virtual Session #2

Maximize Results with Social Event Marketing

- + Coaching to success stories you're having.
- + Coaching to challenges and answering questions.

Virtual Session #3

Convert Prospects into Clients (Principles of Influence)

- + Coaching to success stories you're having.
- + Coaching to challenges and answering questions.

DARE to think bigger...

DARE to grow your income...

**DARE TO GROW
YOURSELF!**

