

The Fabricators Business Academy



Course Itinerary

9/13 – 11/15/22

| Session, Date | Instructor, Topic |
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| Session 1: September 13, 2022 | <p>Ed Young, Fabricators Coach Metrics and Your Business</p> <ul style="list-style-type: none">• Introductions• Overview & Logistics• What are the few critical financial metrics for your business?<ul style="list-style-type: none">○ Definition○ How to calculate and track○ Using the data• Hands-on: Apply using your data• Discussion / Q&A |
| Session 2: September 20, 2022 | <p>Ed Young, Fabricators Coach Metrics and Your Business</p> <ul style="list-style-type: none">• How to use the financial metrics to assess your market segments and your products<ul style="list-style-type: none">○ Market segment assessment○ Product line assessment○ Customer assessment• Hands-on: Apply using your data• Discussion / Q&A |
| Session 3: September 27, 2022 | <p>Christopher and Pamela Cisneros, Zafari Marketing</p> <ul style="list-style-type: none">• Marketing strategy vs tactics - quick overview• How to avoid 'shiny object syndrome' and stick with a proven strategy• The only 4 words you need to significantly improve ANY marketing effort• What is customer-centric marketing and how do you do it?• Hands-on: Identify ideal customer segment and secondary segments• Discussion / Q&A |

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| <p>Session 4: October 4, 2022</p> | <p>Christopher and Pamela Cisneros, Zafari Marketing</p> <ul style="list-style-type: none"> • Hands-on: Create a marketing message that differentiates you from your competitors and resonates with your ideal customer segment • Hands-on: Create a 'one-liner' that grabs attention and leaves people wanting to know more - for use in email signature, social media profiles, website, business card, ads and more! • Hands-on: Live feedback/coaching • Discussion / Q&A |
| <p>Session 5: October 11, 2022</p> | <p>Christopher and Pamela Cisneros, Zafari Marketing</p> <ul style="list-style-type: none"> • How to restructure your website to get more, higher quality leads <ul style="list-style-type: none"> ○ 5 things your website MUST do to grow your business ○ How to attract leads and what to do with them • Hands-on: Live feedback/coaching on your existing website • Discussion / Q&A |
| <p>Session 6: October 18, 2022</p> | <p>Christopher and Pamela Cisneros, Zafari - Marketing and Sonya Giffin, Maxed - Sales</p> <ul style="list-style-type: none"> • Marketing wrap-up / Q&A • Marketing vs Sales - the differences and why alignment between them is critical • When not to market • Hands-on: Coaching on common marketing and sales breakdowns and what to do about it • Discussion / Q&A |
| <p>Session 7: October 25, 2022</p> | <p>Sonya Giffin, Maxed - Sales</p> <ul style="list-style-type: none"> • Why traditional selling gives you minimal results and what to do instead • Understand why people buy • Learn how to disqualify suspects quickly • Hands-on: Coaching on common sales issues • Discussion / Q&A |
| <p>Session 8: November 1, 2022</p> | <p>Sonya Giffin, Maxed - Sales</p> <ul style="list-style-type: none"> • How to position yourself as a trusted advisor within the first minute of speaking with a prospect • Take the guesswork out of what to say to engage new prospects • Use your Super Bowl Commercial to begin an Authentic Business Conversation |

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| | <ul style="list-style-type: none"> • Hands-on: Your Super Bowl Commercial • Discussion / Q&A |
| Session 9: November 8, 2022 | <p>Sonya Giffin, Maxed - Sales</p> <ul style="list-style-type: none"> • Manage expectations in every sales call to increase results • Stop accepting Think It Overs • How to always know your next step in the sales process • Hands-on: Learn a formula to advance the sales or call it over • Discussion / Q&A |
| Session 10: November 15, 2022 | <p>All 4 Coaches Pulling it all together, Metrics – Marketing – Sales</p> <ul style="list-style-type: none"> • Integrating the three concepts together • How to deploy and adapt as your business and the economy changes • Live coaching: bring your questions, issues, and examples for live guidance from all of your coaches • Hands-on: Prioritize and create your implementation game plan • Wrap-up |

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Agenda is subject to change.

To find out more about the instructors and to register follow this [link](#).

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