

# 10X Growth Society

by Siya Mapoko & MRI

## 10X Growth Society

After many years of working with CEOs of JSE, London and New York Stock Exchange listed companies and publishing bestselling business books – in 2015 MRI decided to create a place where successful growth-minded business owners get together, to plan and achieve more, for the benefit of their companies, their loved ones and the causes they support. Because success unshared is failure! Our belief is that success that does not massively and positively impact those we love the most, is failure.

### The CEO Boardroom Summit (1 Day)

#### Learning Outcomes

Within 24 hours of attending this exclusive CEO Boardroom Summit, you will:

- Be able to follow a powerful deal negotiation process that converts more business deals in one phone call or one meeting.
- Be ready to start closing more business deals.
- Get clients more eager to buy what you sell, even if it was 10X more expensive (while competitors are busy cutting down their prices).
- Map out deal flows for the next 90 days and dramatically improve your closing ratio.

### 8 Weeks Program (only 2 hours/week; online)

#### Learning Outcomes

After completing this program, you will:

- Know exactly what types of clients to attract for your business instead of wasting your time and advertising budget on *looky-loos* and *tire-kickers* that are not going to buy.
- You will have a proven system that will help you tap into their burning desire to solve their problems – so that they can decide fast.
- You will have a powerful negotiation system that gets clients to be decisive fast (Yes or No) – and stop wasting time with “*maybes*” and “*I need to think about it*” – that never convert into deals.
- Become a member of a private community of successful business owners who will also be growing their monthly revenues by hundreds of thousands of Rands alongside you (and they’ll hold you accountable for your success and support you).
- Have a bunch of happy clients who will refer more business to you, even though you may be (or will start) charging higher prices.

## **Program Details**

**Date:** Wednesday 12<sup>th</sup> April 2017 (Boardroom Summit)

**Dates:** Wednesday 12<sup>th</sup> April 2017 – Friday 02<sup>nd</sup> June 2017 (8 weeks)

**Venue:** Boardroom, Sandton Hotel (full address only given to paid attendees)

### **What will be covered in the program**

#### **1. The 3 page business plan**

- The 1-page revenue plan
- Designing the irrefusable offer and the value communication blueprint
- Effortless and fun lead generation process for non-marketers

#### **2. The Alphabet Process**

- A = Attracting quality leads
- B = Building the buying desire
- C = Compelling conversion conversation (not convincing argument)
- D = Delivering unmatched value and creating amazing experiences for clients
- E = Expanding the circle of clients and creating raving fans

#### **3. Premium Clients & Premium Prices**

- To accelerate the growth of your business, without stress, you must have a segment of high-end clients and you must have a reliable system to routinely close big business deals. Unfortunately most businesses are lacking in both areas.

#### **4. Group Discussion & Strategic Planning**

- Use what you just learned to create your own Million Rand 90 Day Plan (How you will add an extra million Rand or more to your business over the next 90 days)
- An amazing opportunity to get feedback, insights and advice from other members of the group sharing their success.
- Your chance to share your own smart ideas with others.

#### **5. The Power of Influence**

- How to get influential people (including JSE CEOs), to take your calls and open doors for you to help you grow your business.

#### **6. The Power of Media and Publicity**

- How I built my business over the last 10 years by leveraging over R10million of free media publicity (Reached millions of people in SA and across Africa; more than 50 media appearances on TV, radio, print and online ...even prime time news)

#### **7. How to smartly overcapitalize your business**

- How to raise capital to grow a business without getting a bank loan (I successfully tested about 40 ways)

***Breakfast, Lunch and Snacks – included.***

Every Tuesday – you get access to new online lessons + step by step instructions  
Every Friday – we get together on a group conference call; have Q&A sessions;  
weekly debriefing; celebrate your results; role-play negotiations.

**Additional lessons:**

- How to partner with big corporates to grow your business and your influence – and achieve your revenue goals faster
- How to set up an inspiring system to get high quality referrals who are ready to buy

**What past attendees have said...**

*“Implementing one idea from Siya made me R400 000, from just 2 clients.”*

*- L. Daniels, East London*

*“I got my money back within the first hour.”*

*- Daniela Wingate, Joburg*

*“Siya Mapoko, indeed a blessing you have been to me. R485 000 from just one client! Selling has never been the same, it truly has become second nature, no longer a foreign concept.”*

*- Marang M., Joburg*