

10X Growth Society

by Siya Mapoko & MRI

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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. Our belief is that success that does not massively and positively impact those we love the most is failure.

A small group of CEOs of small and mid-size companies are attending an *Invitation-Only* private meeting. This is a once-a-year exclusive gathering at a boardroom of one of the hotels in Sandton. This is a very private and intimate business gathering – only 5 to 10 CEOs can attend at a time. Not for the crowds!

There's space available for one more CEO or business owner. This person must be a true entrepreneur, ambitious and a go-getter who is committed to fast business growth. If that's you, please send an email to siya@siyamapoko.com and request an invitation or ask for more info.

How would it impact your business if within just 1 hour someone can show you how to boost your monthly revenue by an extra R100k and keep growing it? It is actually easier than you think. Including this one step is possibly the best action you can take for your business right now, before the effects of the *Junk Status downgrade* start being felt by the broader economy and by your business.

Before you can be invited, we will have to spend an hour with you over the phone or via Skype:

- To establish the quickest path to grow your revenue by at least R100 000 per month, starting now.
- To give you a free step-by-step plan you can implement immediately – whether you get invited or not.
- To assess if you are a right fit for this group and if this group is a right fit for you. If there's a fit, you get an exclusive invitation.

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

PLEASE NOTE: If for any reason you cannot honour your invitation, you must allow for a period of 1-3 years before your application can be considered again. You cannot be invited more than once within one year.

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.
- You will be ready to start closing more business deals.
- You will get clients more eager to buy what you sell, even if it was 10X more expensive (while competitors are busy cutting down their prices).
- You will 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.
- You will 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).
- You will 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 12th April 2017 (CEO Boardroom Summit)

Dates: Wednesday 12th April 2017 – Friday 02nd 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