

COMPLIMENTARY COURSE PREVIEW

Join us to learn how to propel your business to the next level in any economy and raise your business from maintaining survival to attaining profitable growth. Bring the one challenge that is standing between you and business growth and receive complimentary access to Andy Birol's ebook "Accelerating Your Growth: Insights and Examples for Exploiting Your Business Opportunities". (\$20.00 value)

DATE: Friday, November 20

TIME: 10:30 a.m. – 12:00 p.m.

PLACE: COSE Offices, The Higbee Building

TO REGISTER: Call (216) 592-2222 or www.cose.org/bgc.

QUESTIONS: Contact Nicole Stika at nstika@cose.org or 216-592-2338.



About the Presenter:

Andy Birol helps business owners create profitable growth. He has helped increase the compounded sales growth of over 430 businesses by over \$400 million. Andy's is quoted in the WSJ and NYT, author of five books and has 4 Weatherhead 100 awards. He coaches and leads owner's workshops worldwide and has traveled, lived, spoken or worked in 59 countries and all 7 continents.

"The time invested in the Business Growth class was invaluable and gave me the opportunity for Andy's help in having me look at my business and see the value that my company creates in the marketplace." Gary Davis, Aetna Plastics.

"The course produced a tangible result in that I now have a strategy to grow the firm over the next 3-5 years."

Gerry Cowden, Cowden & Humphrey.

"Andy Birol has a unique and exciting way of making you look at things you are doing well and focusing on things you could be doing better in the future and taking these to the market."

Ray Andrews, Business Deposits Plus.

"The Business Course made me reevaluate my sales approach. Andy made it really clear and exciting to me that I had to re-approach my business and put all my energy into it." Gunner Puhl, Hydrosol System, Inc.



Birol Growth Consulting

Helping Owners Create Profitable Growth

www.andybirol.com

COSE

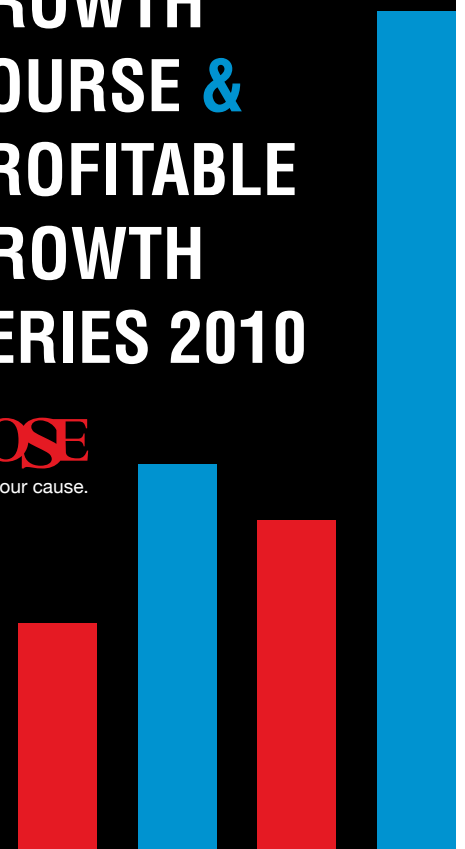
Join your cause.

The Higbee Building
100 Public Square, Suite 210
Cleveland, Ohio 44113

BUSINESS GROWTH COURSE & PROFITABLE GROWTH SERIES 2010

COSE

Join your cause.



IS IT TIME FOR YOUR BUSINESS TO CHANGE COURSE? THE COUNCIL OF SMALLER ENTERPRISES (COSE) AND BIROL GROWTH CONSULTING (BGC) PRESENT AN OPPORTUNITY FOR BUSINESS OWNERS AND PRESIDENTS TO FIND NEW WAYS TO GROW THEIR BUSINESSES PROFITABILITY.

Your key to success as a business owner is realizing your firm's Best and Highest Use® (BHU). When you truly grasp that your firm's success is an outgrowth of your passion, conviction and drive, you will discover the power of that position. Leveraging your BHU empowers you to grow your firm to the next level.

If you're stale, you'll fail. Recharge your BHU with internationally recognized growth strategist, Andy Birol, and raise your business from maintaining survival to attaining profitable growth.

2010 COSE BUSINESS GROWTH COURSE DATES:

January 15: You And Your Company's Best And Highest Use
 February 12: Defining Your Target Markets
 March 12: Defining Your Target Market's Buying Process
 April 2: Building Your Growth Plan
 May 14: Presenting And Implementing Your Growth Plan I
 June 4: Presenting And Implementing Your Growth Plan II

Time: 8:00 a.m. – 12:00 p.m.

Location:	Investment:
Shoreby Club	\$4,000* COSE Members
40 Shoreby Drive	\$6,500* Non-COSE Members
Bratenahl, OH 44108	*paid in advance of first session

THIS COURSE IS DESIGNED TO HELP YOU:

- Define your firm's Best and Highest Use® (BHU).
- Create a snapshot of how your firm's systems, structure, staff, processes and compensation currently deliver your firm's BHU.
- Assure your firm's BHU is aligned with the value your marketplace pays for.
- Discuss the pain your company resolves and opportunity your company creates for your clients.
- Compare and contrast three sales funnels: finding, keeping, growing.
- Identify how to invest wisely for profitable growth.
- Discuss how to ensure success with your company's BHU by aligning strategy with people and processes with clients.
- Create SMART goals that create buy-in with your employees and support team.

Course is limited to 20 participants.

FIND THE COSE BUSINESS GROWTH COURSE 2010 APPLICATION FORM AND MORE INFORMATION ONLINE AT COSE.ORG/BGC.

QUESTIONS?

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 COSE Business Growth
 Course Presenter
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PROFITABLE GROWTH ROUNDTABLE SERIES

Interact with peers, an expert moderator and a clearly connected series of component topics in the Profitable Growth Roundtable Series. The Roundtable Series is a great combination of business growth content, private-peer-only participation and advanced discussion around the key aspects of a business owner's most important survival to success factors without the commitment of the course curriculum.

Course is limited to 20 participants from non-competing industries.

January 14: How customer growth is key to business profitability
 February 11: Identifying and accelerating revenue from your most profitable customers
 March 11: What to do when your buyer and his job disappears
 April 1: Understand customer buying habits to reset your selling methods
 May 13: Branding and differentiation to grow your margins
 June 3: Repackaging your products and services
 July 1: Using existing sales and marketing channels to reach more customers
 August 5: Creating new sales and marketing channels to reach more customers
 September 2: Introducing value without introducing cost
 October 7: Doing business without credit
 November 4: Balancing your resources between existing and new customers
 December 2: New findings in profitable growth

Time: 3:00 – 5:00 p.m.

Location:	Investment:
Shoreby Club	\$1,000* COSE Members
40 Shoreby Drive	\$1,500 Non-COSE Members
Bratenahl, OH 44108	*paid in advance of first session

Register today at cose.org/bgc

