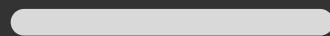




# **CONSULTING BUSINESS GROWTH PLATFORM**

**Start your consulting business at a fraction of the cost of a franchise! Everything you need to start generating sales and earning an income.**



 [estelanie@red3-sixty.com](mailto:estelanie@red3-sixty.com)

 [www.red3-sixty.com](http://www.red3-sixty.com)



## BUSINESS IN A BOX



1

**"Start your consulting business at a fraction of the cost of a franchise"**

Save 1000's by choosing this low-cost option and get all the benefits of a franchise



2

**"Get everything you need to start generating sales and earning an income"**

Get access to systems and training, enabling you to start trading in month 1



3

**"Build an unstoppable business"**

Apply our Unstoppable framework to your and your client's business and grow exponentially from month 1



4

**"Work from home or coffee shop"**

No need for a costly office, you can run your business remotely from your home



5

**"Full training making running the business easy"**

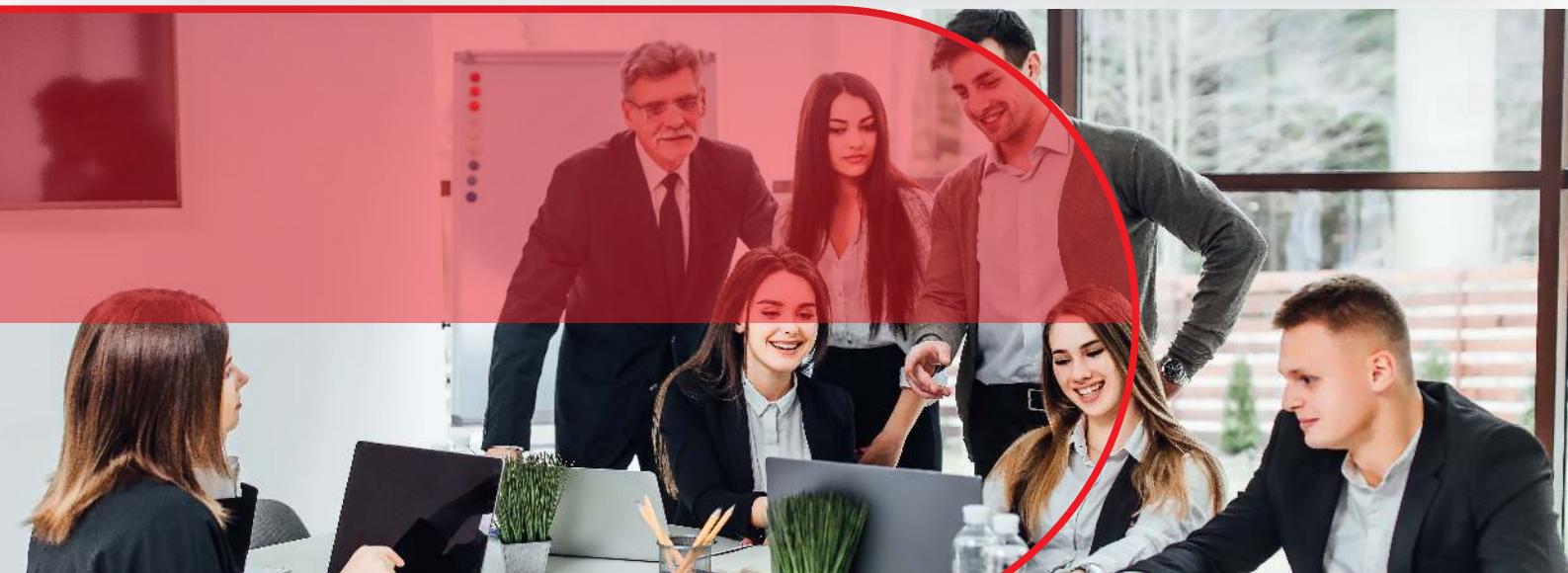
We help you develop the diagnostic and business skills to run and grow your business



6

**"Flow monthly cost and risk free commitment"**

No need to overcommit, the low monthly fee ensures you can easily break even in month 2

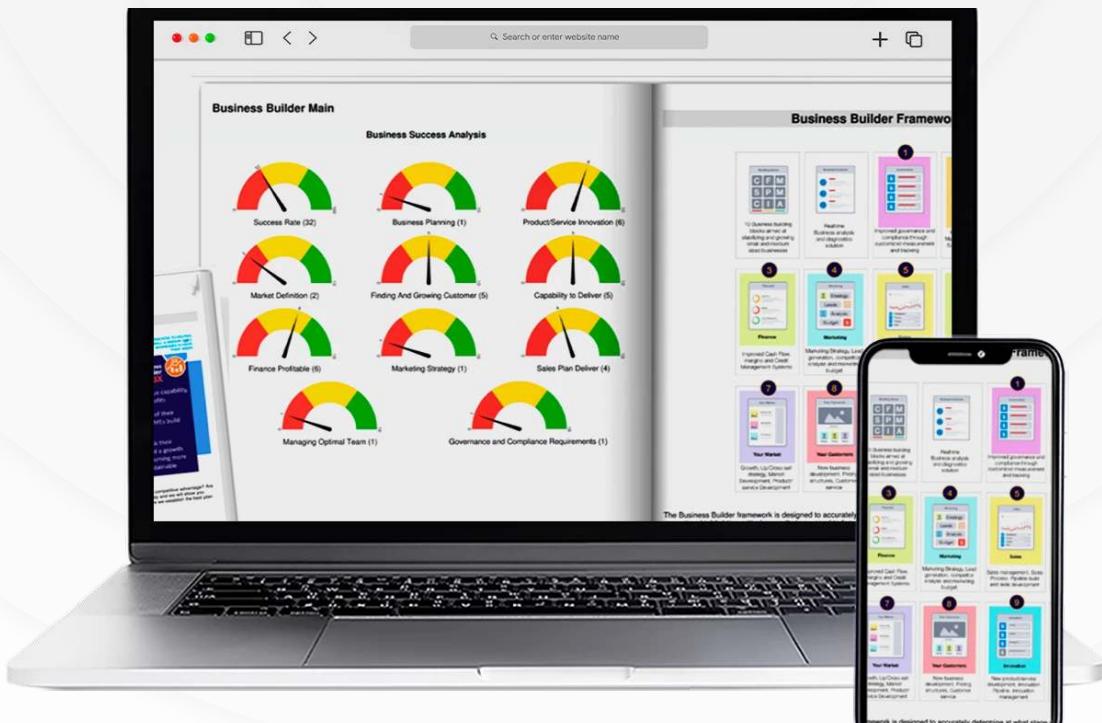




# CONSULTING PLATFORM

The RED3SIXTY platform provides you with everything you need to find, convert and service new and existing customers. The platform provides you with the diagnostic capability to solve any of your customers business growth problems. By providing your customer one of the diagnostic solutions you are able to instantly determine their best business performance improvement steps.

The platform provides you with automated reports and an online platform to easily provide management consulting services to your clients. This is done in 4 easy steps.





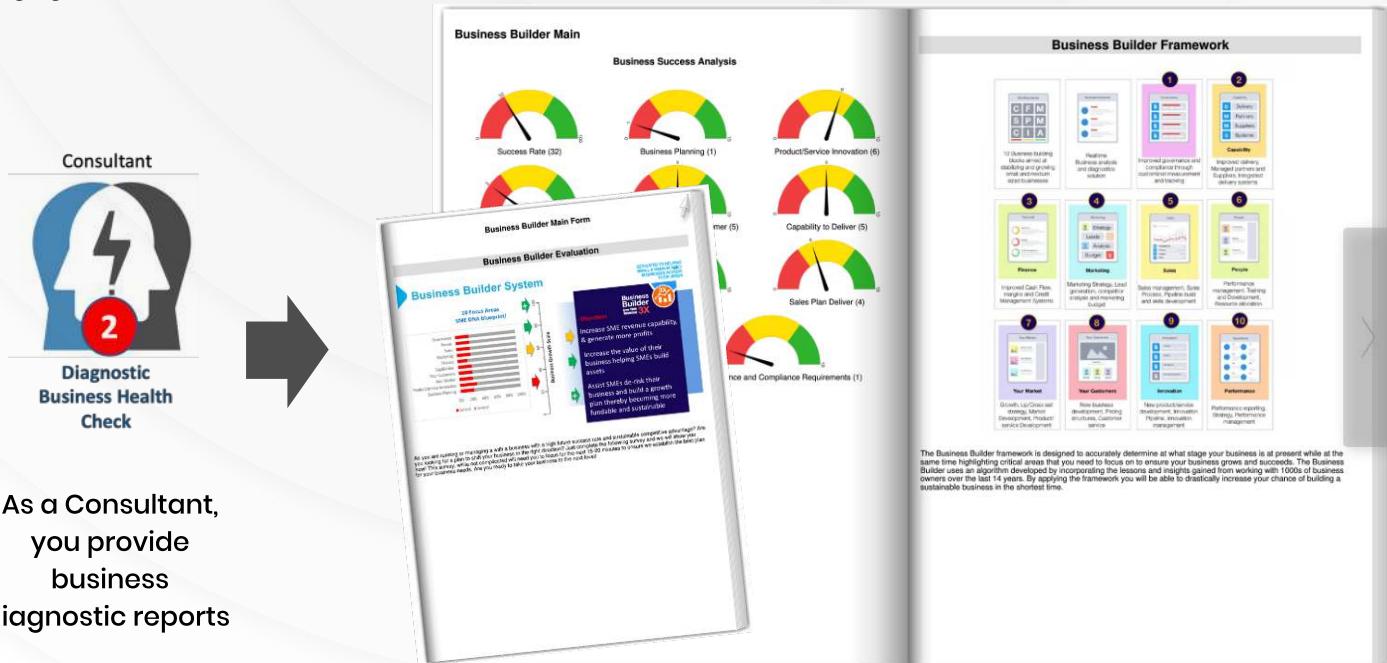
# LEAD GENERATION

The platform also provides you with the marketing material you need to target new and existing clients. The business growth methodologies have been incorporated into webinars that makes it easy for your prospective clients to identify with. The platform is geared towards enabling customer marketing and conversions through the 4 step process.



# DIAGNOSTIC REPORTS

The platform enables unlimited diagnostic report generation making it easier to generate report sales revenue while at the same time increasing your chances of converting the customer to a monthly engagement





# PLANNING INTERVENTIONS

Once you have provided a customer with a diagnostic report you can then offer them a specific intervention aimed at achieving the results shown in the report. For this you charge a monthly recurring fee



As a Consultant, you engage customers and assist with specific planning interventions

# ONLINE DEVELOPMENT

To make it both easier and more effective the platform provides your customer with access to the monthly development content. This ensures that you don't spend consulting time on teaching them the concepts.

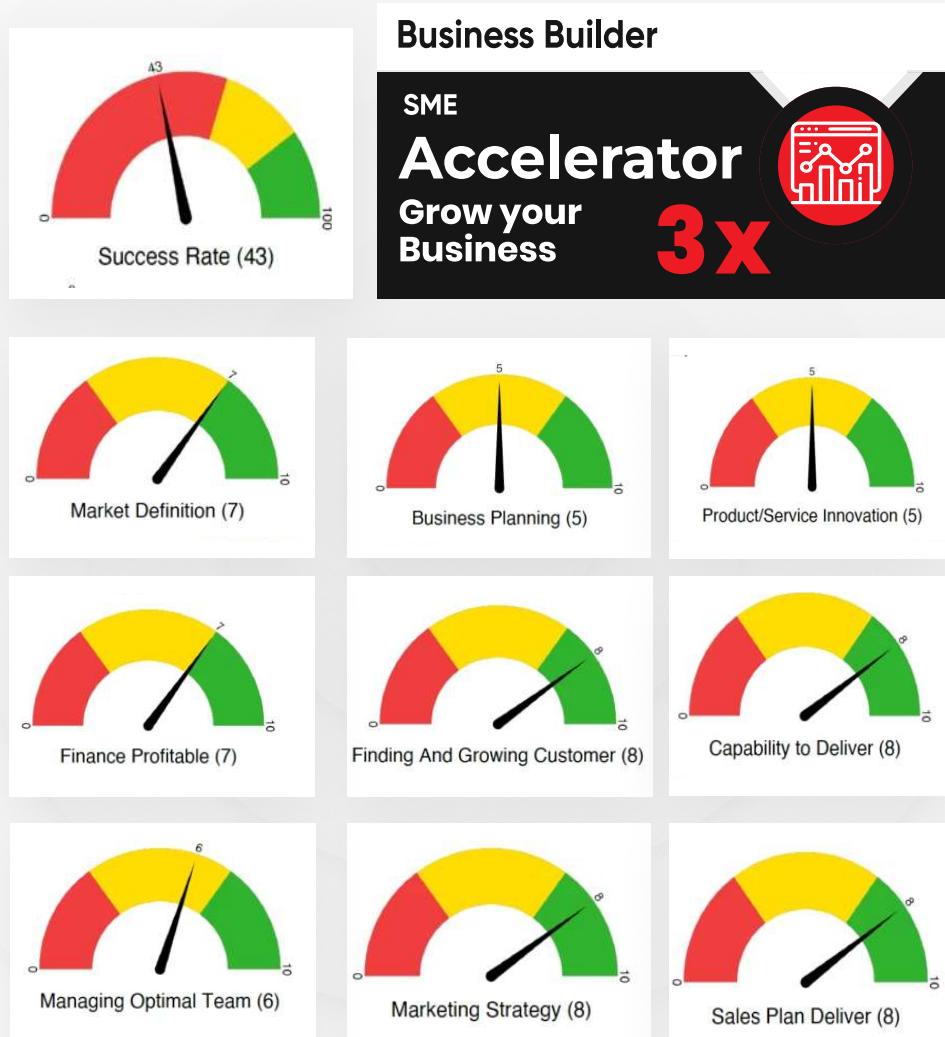


Provide yearly programs aimed at assisting them to reach growth objectives



# BUSINESS BUILDER

The Business Builder framework is designed to accurately determine at what stage your customers business is at present, while at the same time highlighting critical areas that you need to focus on with them to ensure their business grows and succeeds. Your customer completes the survey and the below report is automatically generated by the system



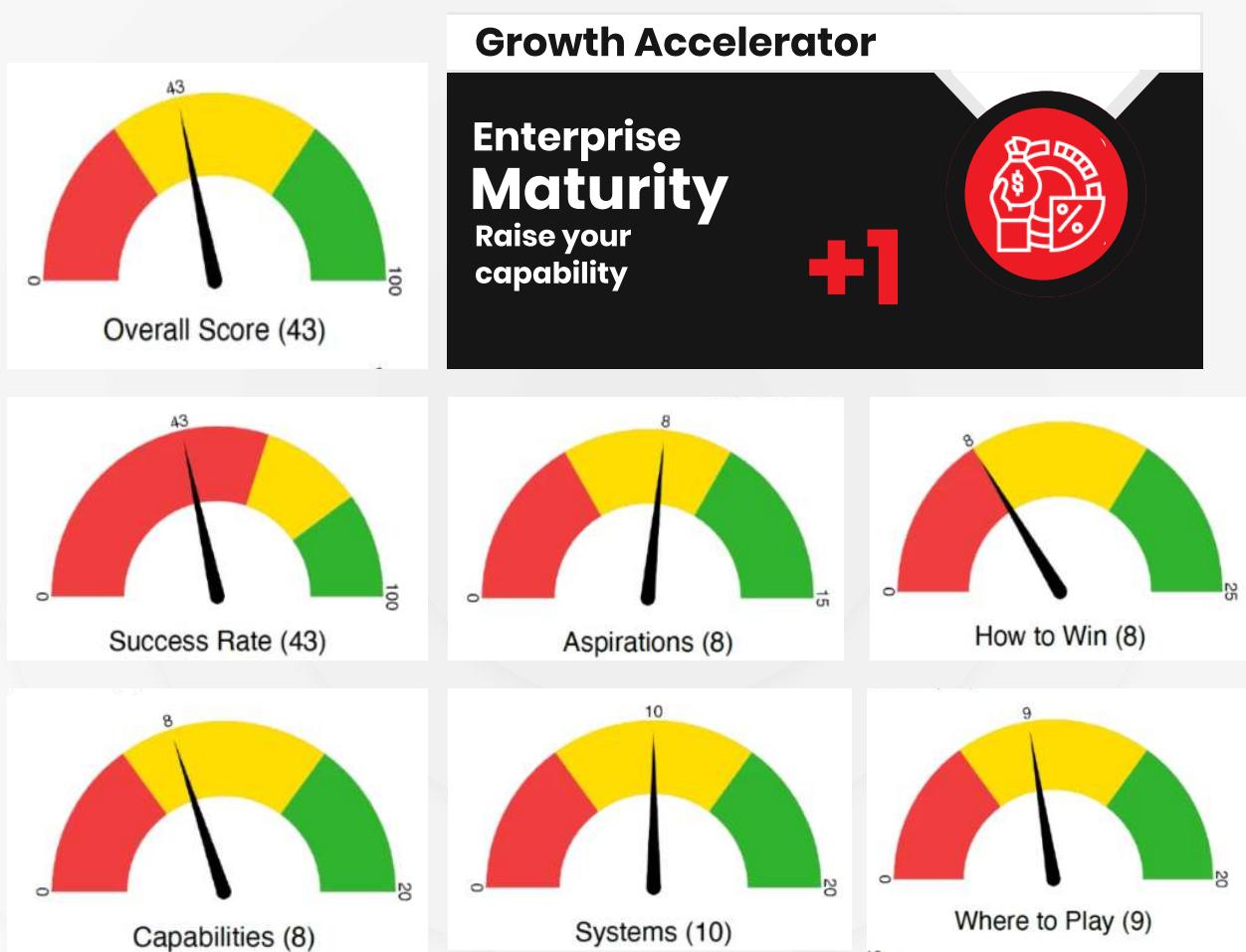
- 1** Increase your customers revenue capability & Generate Profits
- 2** Focus on their overall critical business growth areas
- 3** Ensure your customers compliance and return on investment for shareholders
- 4** Directly increase valuation of the business at the same time

Linked Increase	Score	Valuation
	0 - 30	666,664
<b>Current Score</b>	31 - 60	1,665,602
<b>Improve Ops</b>	61 - 70	2,662,563
<b>Improve Ops</b>	71 - 80	3,333,203



# GROWTH ACCELERATOR

The Growth Accelerator Analysis process is aimed at accurately predicting the success of the business and what needs to be improved to increase the success rate and performance. The analysis forms the foundation for not only a detailed assessment of all major business competitiveness and performance areas but at the same time benchmarks.



- 1 Improve Overall Business Sustainability
- 2 Increase the organizational maturity in key focus areas
- 3 Improve capability through automation and innovation

- 4 Directly increase valuation of the business at the same time

Linked Increase	Score	Valuation
	0 - 30	666,664
Current Score	31 - 60	1,665,602
Improve Ops	61 - 70	2,662,563
Improve Ops	71 - 80	3,333,203



# TURN AROUND STRATEGISER

The survey and report are based on research gathered over the last 20 years studying more than 1300 business turnaround programs. The results will help you as a business owner strategize and execute a successful turnaround plan. Easily establish what is needed to get any business back on track and grow above that of your industry peers. This report and results represent a collection of existing turnaround studies aimed at leveraging best practice insights gained together with the results from your survey.



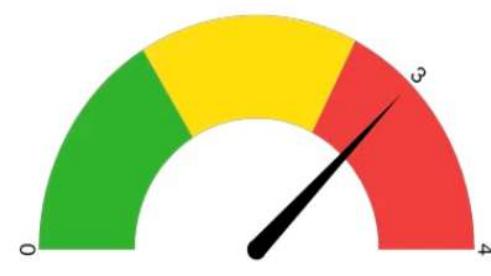
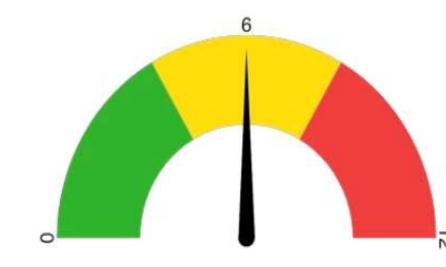
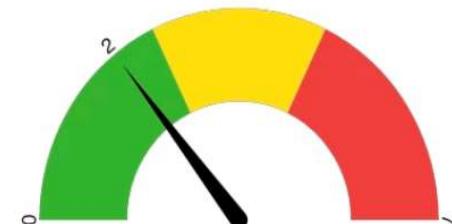
## Turnaround Strategies

**Enterprise**

# Refocus

Refocus on  
Core

**360**



- 1 Develop high growth turnaround strategy focused on key bankruptcy indicators
- 2 Improve cost efficiencies and review capital structure
- 3 Focus on core and improved management structure including culture alignment



## YOUR CUSTOMER VALUE PROPOSITION

To make generating revenue easier the typical management consulting services have been positioned as business growth products. This makes it easier to sell and communicate the value to the customer. The platform enables once off revenue generation earner by selling the business growth diagnostic and report to the customer. Once this is done it is then easier to convert the customer into a monthly payment plan linked to the improvements that you will help them achieve

Each of the solutions are aimed at larger and more complex customers. The Business Builder is aimed at businesses generating between 0 and 10 million per annum, the Growth Accelerator is aimed at businesses generating between 11 and 50 million per annum and the Turn Around Strategiser targets businesses generating more than 50 million per annum.

### PRODUCT

### REVENUE

### VALUE PROPOSITION

<p>Business Builder</p>  <p>We developed 6 business acceleration and growth methodologies proven to improve business performance</p>	<p>R1900 retail followed by R3500 per month for 3 hours coaching</p>	<p>Want to find out exactly by how much your business can grow? Want to at the same time learn exactly what to do to achieve that growth? We can assist with a business valuation and growth plan that will show you in real terms where and how to grow your business. Business Builder is a coaching and mentoring program for fasttracking the benchmarking of your business against your competitors and industry</p>
<p>Growth Accelerator</p>  <p>As a certified advisor you will receive training and be certified to deliver the services to your customers</p>	<p>R1900 retail followed by R7500 per month for 5 hours coaching</p>	<p>Are you looking for a plan to shift your business in the right direction? Just complete the following survey and we will show you how! Are you ready to take your business to the next level! Growth Accelerator is a consulting system to easily identify and grow your organizational maturity</p>
<p>Turnaround Strategiser</p>  <p>The certification will ensure you have the right products to grow your revenue</p>	<p>R1900 retail followed by R7500 per month for 5 hours coaching</p>	<p>The results will help you as a business owner strategize and execute a successful turnaround plan. Its easy online access and 100% confidentiality ensures you can easily establish what is needed to detail actions to get your business back on track and growing above that of your industry peers.</p>



## YOUR MONTHLY EARNING POTENTIAL

The below table shows how many report and engagements you have to sell on a monthly basis to achieve your revenue targets. Sales are structured to ensure you build confidence by first selling Business Builder Solutions starting at 1 a month then increasing up to 8 a month. Next you will sell coaching engagements followed by next level reports and consulting engagements

6 Revenue Generating Solutions	Rate	Desc	Training	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Business Builder Survey	R 1900	Each		1	3	6	8	8	8	8	8	8	8	8
Business Builder Coaching	R 450	Per Hour		4	8	12	16	18	24	24	24	24	24	24
Growth Accelerator Survey	R 1900	Each			1	3	5	5	5	5	5	5	5	5
Growth Accelerator Coaching	R 650	Per Hour			4	8	8	8	8	8	8	8	8	8
Unstoppable Survey	R 1900	Each		1	1	1	1	1	1	1	1	1	1	1
Unstoppable Coaching	R 450	Per Hour		4	4	4	4	4	4	4	4	4	4	4
Turn Around Strategiser Survey	R 1900	Each								1	1	1	1	1
Turn Around Strategiser Coaching	R 750	Per Hour								4	4	4	4	4
Access to Market Survey	R 1900	Each			1	1	1	1	1	1	1	1		
Access to Market Coaching	R 450	Per Hour			4	4	4	4	4	4	4	4		
Unstoppable Survey	R 1900	Each										1	1	1
Unstoppable Coaching	R 900	Per Hour										4	4	4

The below table shows you what revenue is linked to each of the activities you completed in the above table i.e. selling of one report in month 1 generates R1900 in revenue building up to selling 8 reports in month 5 generating 15,200 in revenue. The more complex the solution you sell the higher the revenue. As you are selling recurring engagements your revenue compounds monthly reaching 10,800 per month on the Business Builder Solution.

6 Revenue Generating Solutions	Rate	Desc	Training	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Business Builder Survey	R 1900	Each		R 1900	R 5700	R 11400	R 15200	R 15200						
Business Builder Coaching	R 450	Per Hour		R 1800	R 3600	R 5400	R 7200	R 8100	R 10800	R 10800	R 10800	R 10800	R 10800	
Growth Accelerator Survey	R 1900	Each		R -	R -	R 1900	R 5700	R 9500	R 9500					
Growth Accelerator Coaching	R 650	Per Hour		R -	R -	R 2600	R 3900	R 5200	R 5200					
Unstoppable Survey	R 1900	Each		R 1900	R 1800	R 1900	R 1900							
Unstoppable Coaching	R 450	Per Hour		R 1900	R 1800	R 1900	R 1900							
Turn Around Strategiser Survey	R 1900	Each		R -	R -	R -	R -	R -	R -	R 1900	R 1900	R 1900	R 1900	
Turn Around Strategiser Coaching	R 750	Per Hour		R -	R -	R -	R -	R -	R -	R 3000	R 3000	R 3000	R 3000	
Access to Market Survey	R 1900	Each		R -	R -	R 1900	R -							
Access to Market Coaching	R 450	Per Hour		R -	R -	R 1800	R -							
Unstoppable Survey	R 1900	Each		R -	R -	R -	R -	R -	R -	R -	R 1900	R 1900	R 1900	
Unstoppable Coaching	R 900	Per Hour		R -	R -	R -	R -	R -	R -	R -	R 3600	R 3600	R 3600	

The below table shows the total revenue that can be generated if the plan is followed. The year 1 projection of 456,100 is achieved by selling products and not merely exchanging hours for money. As can be seen below the total hours needed to achieve target does not exceed 44 hours per month.

Desc	Total Y1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Sales	R 456100	R 7400	R 13000	R 28700	R 39400	R 45600	R 48100	R 53000	R 53000	R 58500	R 54800	R 54800
Hours	372	8	12	24	30	34	40	44	44	48	44	44



## PLATFORM AND SYSTEM BENEFITS

Our commercial model is fully scalable and ensure optimal alignment of development costs with actual business development needs. Our commercial model further leverages our international systems and economies of scale thereby further driving down costs and increasing development options.

FREE FOR LIFE	STANDARD	BASIC	ADVANCED
€ 0 / Monthly	€ 25 / Monthly	€ 39 / Monthly	€ 49 / Monthly
<b>Business Starter</b>	<b>Annuity Generator</b>	<b>Business Scaler</b>	<b>Practice Builder</b>
<ul style="list-style-type: none"> <li>✓ Business Builder Diagnostic</li> <li>✓ Unlimited Diagnostic Reports</li> <li>✓ Create up to 10 customers</li> <li>✓ Access to Portal</li> <li>✓ Email Diagnostic System</li> <li>✓ Training Modules</li> <li>✓ No Credit Card details</li> <li>✓ No Monthly payments</li> <li>✓ No adverts</li> </ul>	<ul style="list-style-type: none"> <li>✓ Business Builder Diagnostic</li> <li>✓ Unlimited Diagnostic Reports</li> <li>✓ Unlimited Customer Creation</li> <li>✓ Access to Portal</li> <li>✓ Email Diagnostic System</li> <li>✓ Training Modules</li> <li>✓ Development Modules</li> <li>✓ Goal Tracking</li> <li>✓ Online Certification</li> <li>✓ Secure PayPal Payment</li> <li>✓ No Lock in Contract</li> <li>✓ Cancel Anytime</li> <li>✓ No adverts</li> </ul>	<ul style="list-style-type: none"> <li>✓ Business Builder Diagnostic</li> <li>✓ Growth Accelerator Diagnostic</li> <li>✓ Unlimited Diagnostic Reports</li> <li>✓ Unlimited Customer Creation</li> <li>✓ Access to Portal</li> <li>✓ Email Diagnostic System</li> <li>✓ Training Modules</li> <li>✓ Development Modules</li> <li>✓ Goal Tracking</li> <li>✓ Online Certification</li> <li>✓ Secure PayPal Payment</li> <li>✓ No Lock in Contract</li> <li>✓ Cancel Anytime</li> <li>✓ No adverts</li> </ul>	<ul style="list-style-type: none"> <li>✓ Business Builder Diagnostic</li> <li>✓ Growth Accelerator Diagnostic</li> <li>✓ Access to Market Diagnostic</li> <li>✓ Turnaround Strategiser</li> <li>✓ Unstoppable Diagnostic</li> <li>✓ Unlimited Diagnostic Reports</li> <li>✓ Unlimited Customer Creation</li> <li>✓ Access to Portal</li> <li>✓ Email Diagnostic System</li> <li>✓ Training Modules</li> <li>✓ Development Modules</li> <li>✓ Online Certification</li> <li>✓ Secure PayPal Payment</li> <li>✓ No Lock in Contract</li> <li>✓ Cancel Anytime</li> <li>✓ No adverts</li> </ul>
			<i>Best Value</i>
<a href="#">Sign Up</a>	<a href="#">Sign Up</a>	<a href="#">Sign Up</a>	<a href="#">Sign Up</a>

### All Plans Include



45 Custom  
Operations  
Worksheets



6 Enterprise  
Diagnostics



6 Detailed  
Benchmark  
Reports



KPI Definition  
And Tracking



Improvement  
Actions  
Tracking

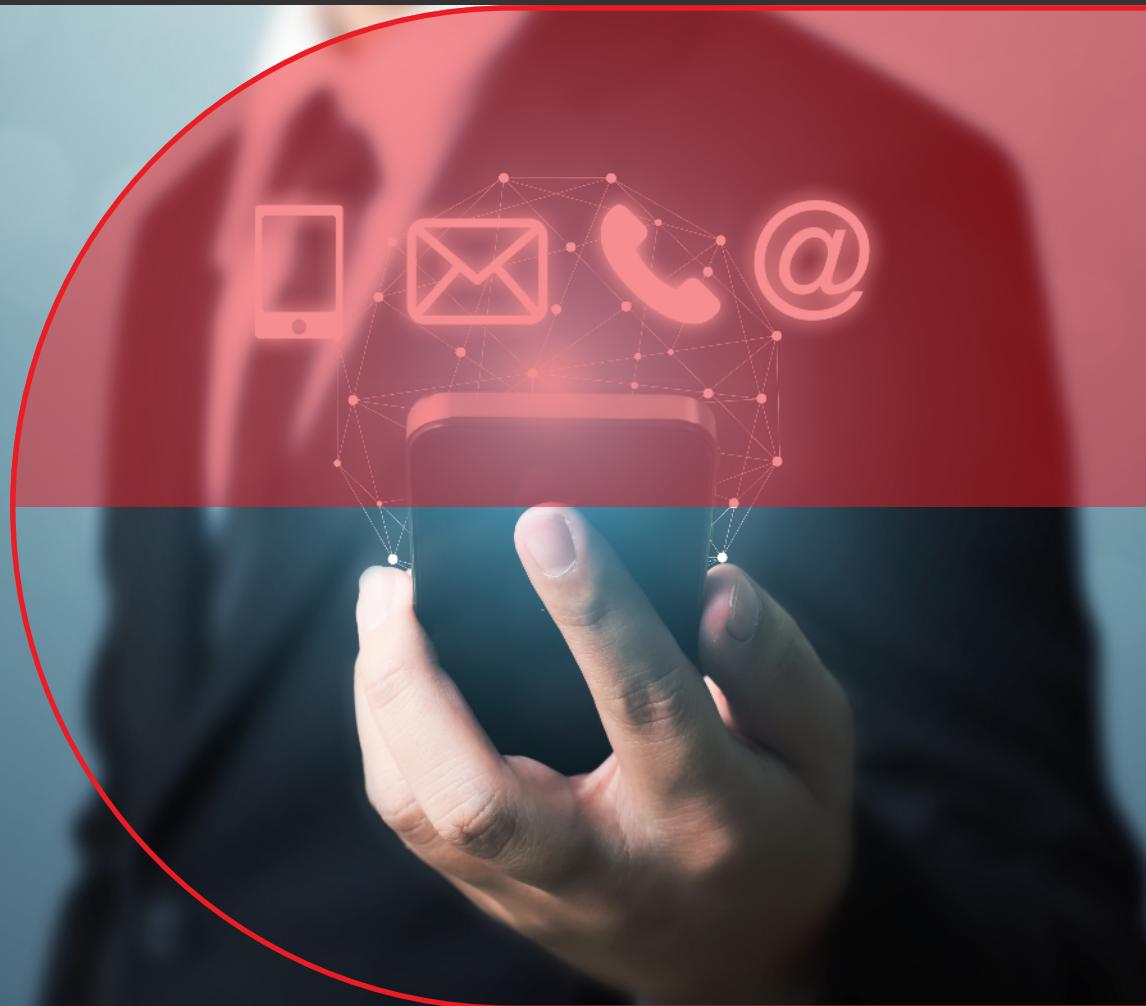


1800 hours  
Training Videos



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Contact Us :



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