

2023

# 8 Week Growth Program



PEAK PROVIDER

Avoca Beach NSW



## About Chris

Chris Hall is a NDIS Business Coach and the owner of Peak Provider, specialising in helping Providers scale through Sales and Marketing.

He recently developed a sales and marketing strategy for a provider that will double their gross revenue over the next 12 months.





# Project Approach

The following methodology will be applied to this engagement as part of a rigorous discovery and solutioning process.

# But what's the Problem?



- Your business needs predictable growth and wants to develop strategies for attracting more participants.
- Your business lacks the capacity & expertise internally to create a cohesive sales and marketing strategy.
- You are looking to scale your business over the next 12 months.





# Our Solution



The deliverables are documented overleaf as part of our 8 week program.



# 8 Week Program

## Week 1

Clarify your Ideal Customer Profile (ICP).  
Establish sales and marketing objectives.  
Gallup Strengths test.  
Establish Customer Lifetime Value.  
Analyse current IT systems.  
Review current sales processes.

## Week 2

Create a targeted B2B prospecting list.  
Create a B2C prospecting strategy.  
Document a content-based marketing plan.  
Analyse Google Keywords for your target area.  
Define the top referral partners.  
Define our "irresistible offer".

## Week 3

Integrate the handover process with sales.  
Create two case studies.  
Sign up to ActiveCampaign.  
Upload our B2B prospecting list.  
Define Lead Score Rules for ActiveCampaign.

## Week 4

Design Pipeline stages.  
Create a Sales Cadence.  
Create Automations in ActiveCampaign.  
Create ActiveCampaign Forms.  
Create ActiveCampaign Email Templates.  
Integrate a consultation booking system.



## Week 5

Configure VOIP phone system, with workflows\*  
Document suggested website improvements.  
Create Linktree.  
Write Sales Scripts.  
Define Customer Acquisition Cost

## Week 6

Create landing pages in ActiveCampaign.  
Formalise Sales Targets.  
Write Sales Strategy document.  
Create Job Description and performance KPIs for Salesperson (optional Sales and Marketing role)

## Week 7

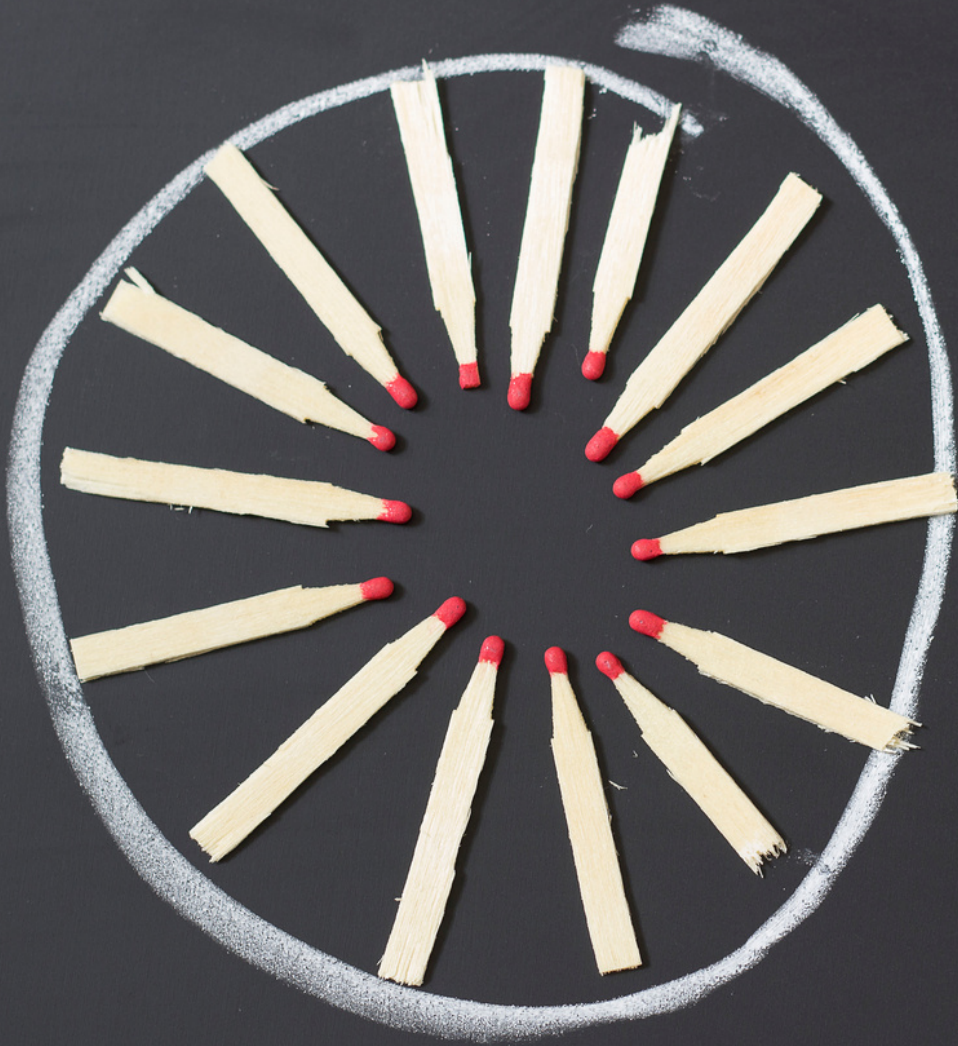
Review meeting and feedback on Sales Strategy.  
Write Marketing Strategy document.  
Review meeting and feedback on Marketing Strategy.

## Week 8

Author Marketing Calendar.  
Implement Google AD campaigns.  
Implement Facebook Custom Audiences.  
Strength profiles top 3 sales candidate\*  
Interview top 3 sales candidates\*  
Ad hoc tasks, as agreed.

\*if recruitment is applicable. Otherwise supplementary deliverables are arranged.





# Out of Scope



Administering the Marketing Calendar

Prospecting

Training Staff



# Benefits



Realisation of a growth plan.

Ability to delegate.

Repeatable, scalable, and a plan for your future salesperson plus marketing coordinator.

# Testimonials

5 Star Reviews on Google

*"We covered everything from rebranding, a new website, to a detailed sales and marketing strategy that puts my business on a path to double revenue over the next 12 months."*

**John Noonan**

*"Peak Provider implemented wonderful things that transformed the growth of our business, whilst making our lives much easier."*

**Nicole Shearer**



# Our Agreement

Remote working

Project Hours are spread across five working days.

8 week duration

Weekly remittance of \$4,125 (ex GST)

Total estimated consultation fee: \$33,000 (ex GST)

# Bonus Inclusions

12 months coaching

**\$4,000 Value**



Monthly 1:1 Coaching (1 hour sessions),  
including email correspondence.

Mastermind Circles

**\$2,000 Value**



Quarterly Meetings with  
Providers who have completed  
the 8 Week Growth Program.

Masterclass Access

**\$1,990** \* per employee.

Complimentary eLearning access  
to both the NDIS Sales  
Masterclass & NDIS Marketing  
Masterclass for any employee.





# The Fine Print

- The start date of this engagement is confirmed upon the signing of this agreement and payment of a \$1,375 deposit (the \$1,375 deposit is deductible from Week 1's remittance).
- Remittance is weekly by the client upon the issuance of a weekly invoice by Peak Provider. Invoices are payable by Friday close of business each week.
- Remittance of the final invoice (only) is contingent on the acceptance of deliverables by the client.
- This engagement is a remote working engagement.
- This project plan is divided into weekly Sprints. The client will approve the commencement of each future sprint via email before Peak Provider commences subsequent Sprints. Should deliverables be dissatisfactory, the billing is paused and the issues rectified. After rectification, the billing cycle continues.
- This project may require adjustments to the project plan and estimated Project Hours. Peak Provider will seek approval from the client before commencing future Sprints.
- Website development is out of scope but can be quoted upon.
- The Client commences coaching with the full understanding that they will receive guidance and the tools to create change, however they are responsible for creating their own results. Coaching results are not guaranteed.
- The Client understands that coaching is a comprehensive process that may involve all areas of work, finances, health, relationships, education and training. The Client acknowledges that deciding how to handle these issues and implement their choices is exclusively the Client's responsibility.
- The Client understands that coaching is not to be used in lieu of professional and/or financial advice. The Client will seek professional guidance for legal, medical, financial, business, spiritual, health or other matters.
- The Bonus Inclusion of Monthly 1:1 Coaching is conducted via video conference, not in person. Email correspondence is related to this monthly meeting.
- Mastermind Circles are via video conference at a set time each quarter.
- Masterclass Access is for a period of 12 months after the completion of the 8 Week Growth Program and eLearning only. Live attendance is possible at a discounted fee of \$450 per employee.

I accept the terms of this proposal on behalf of

**Company Name:**

**ABN:**

**Client Name:**

**Position:**

**Signature:**

**Project**

**Start Date:**

I accept the terms of this proposal on behalf of Peak Provider (ABN 97155222094):

**Name:**

**Position:**

**Signature:**

Thank  
You

