

# Young Entrepreneurs Stepping Up Program

## "Winning New Clients - Action Program"



*"I have found this Stepping up Program to be very beneficial as it makes you look at your business with new eyes and critically examine what you have been doing, and more importantly what you plan to do in the future. I found the Mentoring program to be excellent as it gave me an opportunity to discuss the issues and problems of my business, with someone who was not going to judge or criticise me.*

*Matthew Eagan - Penmara Wines*

## Overview of Program

The NSW Government Industry and Investment, Young Entrepreneur Stepping-Up Program, is a 6-week program for business owners aged between 18 to 35. It provides an opportunity to acquire new skills and develop growth plans and strategies, for young business owners to network and learn from each other, and for each to have a business mentor to act as a sounding board and help face the many challenges that today's highly competitive and rapidly changing global marketplace presents.

## Program Plan

### Objective

To develop and improve the prospecting and sales presentation skills of small business owners so they may recognise and capitalise on opportunities to increase turnover and profit performance.

### Industry sector

The program is not targeted at a specific industry segment. Any business engaged in promoting their product / service to the general marketplace, will benefit from the program.

### Eligibility Criteria

Small business owners between the ages of 18 - 35 years.

### You Only Pay \$200 (+gst)

NSW Government Industry and Investment will contribute \$1250, with the Participant only paying \$200 plus GST. The Program is valued at \$1450.

### You receive 1:1 Mentoring

The mentoring component will comprise of 8 hours one-on-one mentoring with a successful businessperson that has at least five (5) years experience in running a successful business.

### Interactive Workshops

- All sessions are conducted in boardroom format with a maximum of 16 participants.
- The program will be presented on MS Power-point and an experienced facilitator conducts each session. The program is designed to be interactive and involves participants being engaged in discussions and role-playing exercises.
- Each participant will be supplied with a workbook. The workbook allows for note taking and becomes a permanent reference manual.



Having a mentor is an incredible bonus. My mentor gave unflinchingly of her time and experience. In a series of in-depth discussions about AntillVideo, she helped me examine the way I managed my time and led me to an epiphany about tasks I was keeping for me when there was an obvious person to whom to delegate. In the first fortnight of putting the strategies into effect a customer rang and asked me to produce an entire series of DVDs. In the following weeks, enquiries were up 400% and we're currently in serious negotiations for 3 other projects”  
Sarah Antill – Antill Video

## Program Schedule

Monday 3 <sup>rd</sup> May	<b>Information Evening</b> <i>Venue: to be confirmed</i>	6-8 pm
Monday 10 <sup>th</sup> May	<b>Meet your Mentor Night &amp; Information Session</b> <i>Venue: to be confirmed</i>	6-9 pm
Monday 17 <sup>th</sup> May	<b>Session 1: “Identify” the Prospect</b> We aim to develop a plan for how to identify target markets and clients within those markets which represent the most valued potential to sell your products and services. Learn to understand why and how customers buy. Identify key cost effective strategies to contact your potential clients. Facilitation will include special guest speakers who are successfully growing their business. <i>Venue: to be confirmed</i>	6-9 pm
Monday 24 <sup>th</sup> May	<b>Session 2: “Ignite” Valued Interest by the Prospect</b> Learn how to ignite the interest of the prospect into buying action. Once you have identified your list of prospective clients what do you need to do before you contact the prospect and say once you have made the contact with the prospect? Effective strategies for using the phone, face to face presentation, networking. Facilitation will include special guest speakers who are successfully growing their business. <i>Venue: to be confirmed</i>	6-9 pm
Monday 31 <sup>st</sup> May	<b>Session 3: “Convert and Build” Prospect into a Client</b> You have identified the prospect and contacted the prospect. Now learn key strategies to converting the prospect into a valued long-term by building customer and brand loyalty to create a champion referral base. Facilitation will include special guest speakers who are successfully growing their business. <i>Venue: to be confirmed</i>	6-9pm
Wednesday 9 <sup>th</sup> June	<b>Graduation &amp; Mini Expo</b> <i>Venue: to be confirmed</i>	6-9pm

## How to join the Program

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