



Reflect. Learn. Take Action.

Small Business Mentoring Program

“SBMP”

ProMentor's SBMP is specially designed by entrepreneurs for entrepreneurs

If you own a small business and want to grow your wealth and freedom through your business, then ProMentor's SBMP is specially designed for you!

“Business mentoring with ProMentor has been fruitful – after only 7 sessions over 8 months, turnover climbed by 75% and net profit grew by 100%!”

— Peter Diedericks, *The Key Club 2006*

The case for business mentoring for entrepreneurs

How many weeks or days could your business survive without you? Is your business dependent on you? If so, the good news is that your business has great potential to increase its value. A business that doesn't need its owner can be sold for much more than when the owner *is* the business.

So you don't want to sell your business anytime soon? Well, imagine a business you can rely on to pay your director's fees, even when you're not in the business day in and day out.

More good news is that most factors for business failure and success are within our control – we can do something about not only surviving, but thriving, even in tough times. Sign up for ProMentor's Small Business Mentoring Program today to find out how we can help you increase your business' value and grow your personal wealth and freedom outside the business.

“Very innovative, well-balanced content and easy to understand.”

— Brent Williams, *Umnyama Paints, 2007*

Outcomes you can expect

- ✓ Improved business performance, stabilisation and growth.
- ✓ Freedom from being trapped in your business.
- ✓ Your self-authored one-page business plan.
- ✓ Improved knowledge and competence in entrepreneurship, leadership and business management.
- ✓ An ongoing support network that can live years beyond the program.

Info: www.promentor.co.za | ph. (021) 683 7575 | info@promentor.co.za



ProMentor's SBMP taught me one thing that I believe all successful SME owners should strive towards constantly, and that is "to work on your business and not in your business". This philosophy has had a big effect on the overall profitability of my business.

Richard Kershaw, Kerston Foods (18 months after completing the SBMP)

Program structure and delivery

- ✓ The program runs over 6 months, with each month having two 3-hour group mentoring sessions
- ✓ You also get 30 minutes of one-to-one telephone / email mentoring per month.
- ✓ The format is through group learning and support, with groups of 6 to 9 entrepreneurs.
- ✓ Mentoring is delivered by experienced and qualified mentors who are members of Coaches & Mentors SA and are themselves business owners.
- ✓ Participants are grouped by geography, business life stage, and non-competing businesses.

Curriculum: each month of the program will focus on a different key business area

1. Assessment and goal-setting; business value
2. Strategy and business planning
3. Return on invested capital; strategic marketing
4. Lead generation; lead conversion
5. Managing risk; designing the business engine
6. All about working with people

"Very informative. I would highly recommend this program to my friends in their own businesses."

— Karriem Dalwai, Photo Quick, 2008

Fees and payment

- ✓ The monthly fee per participant is R2,250 exclusive of VAT.
- ✓ A discount of 10% is given for settling the full program's fees before the first month.
- ✓ Monthly fees are collected by debit order on or before the first of each month.

Call (021) 683 7575 to find out how to invest in your own wealth and freedom.

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