



## Learning Center Site Tour

The Speed2Profits™ Program is all about RESULTS. Therefore, we have developed a comprehensive Learning Center web site that contains powerful training tools and resources that can be invaluable in helping you maximize your results in this program.

### Members Home Page

#### Introduction Video and Tour

This video covers the same content as below. We strongly suggest you first watch this short 14 minute video to get an overview of the site and hear Scott share how to get the most out of the *Speed2Profits™* program, or review the pages below.

## Access to the BusinessAccelerator™ Learning Centers

The **Speed2Profits™** program is made up of **7 BusinessAccelerator™** modules, plus the Program Launch. Each of these contains between 2.5-4.0 hours of content, broken down into small, manageable 7-22 minute trainings.

One BusinessAccelerator™ module will be delivered every 2-4 weeks, depending upon the program you are in, in order to ensure you have time to implement and execute what you are learning. The timing of the next Training Module is displayed in the upper right column. You can access any of the Training Modules that have already been covered at any time.

Scott Hallman's  
**SPEED2 PROFITS™**

home about scott member benefits coaching contact us affiliate program member login

Program Launch  
Creating Your Hourglass

BusinessAccelerator I  
LeadGenerator™

BusinessAccelerator II  
SalesEngager™

BusinessAccelerator III  
ConversionIgniter™

BusinessAccelerator IV  
RevenueMagnifier™

more  
previous

**HOURGLASS PROFIT ACCELERATOR™ SYSTEM**

Doubling Your Profits in An Hour a Week

Welcome to Speed2Profits™, the Ultimate Program for predictably increasing your profits without spending an extra dollar on marketing. The 4 minute video above and Learn More link provides a quick overview of the site and how to maximize your results. You will be measuring your success all along the way... so fasten your seatbelt as you are about to turbo-charge your business.

Learn More

**NEW CLIENT GENERATION**

I - LEAD GENERATION

II - SALES PROSPECTING

III - SALES CONVERSION

IV - TRANSACTION VALUE

V - REPEAT TRANSACTIONS

VI - LEVERAGE CLIENTS

VII - CLIENT RETENTION

**CLIENT VALUE MAXIMIZATION**

**BusinessAccelerator™ 1**  
Training Starts in: 20 Days, 3 Hrs, 7 Mins

ACCESS NOW

**RESOURCE CENTER**

- 8-Minute Hourglass Overview
- Speed2Profits 90-minute Workshop
- Speed2Execution - Implement-Execute-Manage
- Real World Business Example
- Help Friend's Biz and Win!

Track Your Progress with the ProfitCalculator™

ACCESS NOW

**ANNOUNCEMENTS**

- Scott Hallman at WIN University

More Events

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The first module, **Program Launch**, provides a brief overview of the program and then immediately dives into the development of your personalized Profit Acceleration Blueprint. By the time you are finished with this module:

- You will have identified the specific ProfitDrivers™ that make up your Marketing-Sales-Customer Value processes.
- In addition, you will have populated your *Personalized* ProfitCalculator™ so that you know the precise **revenue and profits you can expect to generate** from this program by simply OPTIMIZING the things you already have in place within your business.
- Plus, you will know the increased **value of your business** that results from these increased profits.

- Lastly, you will immediately see how incredible of an investment the *Speed2Profits™* Program is as we display your expected Return on Investment (ROI)!

All of these calculations are automatically generated within **The ProfitCalculator™**.

## The ProfitCalculator™

One of the most powerful components of the *Speed2Profits™* program is the **ProfitCalculator™**. This powerful tool enables you to create your revenue and target plans and then add the specific strategies and tactics that you will utilize in order to increase the performance of each of your ProfitDrivers™. You will be updating your ProfitCalculator™ on an ongoing basis, literally watching your revenue, profits, and business value continuously grow.

The screenshot displays the Speed2Profits website interface. At the top, there is a navigation menu with links for 'home', 'about scott', 'member benefits', 'coaching', 'contact us', 'affiliate program', and 'member login'. Below the navigation is a main menu with tabs for 'Program Launch', 'BusinessAccelerator I', 'BusinessAccelerator II', 'BusinessAccelerator III', and 'BusinessAccelerator IV'. The main content area features a central 'Hourglass Profit Accelerator System' graphic with seven stages: I - LEAD GENERATION, II - SALES PROSPECTING, III - SALES CONVERSION, IV - TRANSACTION VALUE, V - REPEAT TRANSACTIONS, VI - LEVERAGE CLIENTS, and VII - CLIENT RETENTION. To the left of the hourglass is a video player with a play button and a 'Learn More' button. To the right is a 'BusinessAccelerator™ 1' section with an 'ACCESS NOW' button and a 'RESOURCE CENTER' section with a list of resources. At the bottom, there is a footer with 'Our Proud Sponsors | Be one of them.' and contact information.

## Home Page Resource Center

home about scott member benefits coaching contact us affiliate program member login

Program Launch Creating Your Hourglass | BusinessAccelerator I LeadGenerator™ | BusinessAccelerator II SalesEngager™ | BusinessAccelerator III ConversionIgniter™ | BusinessAccelerator IV RevenueMagnifier™ | more previous

**Hourglass Profit Accelerator System™**  
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- **8 Minute Hourglass Overview** - This 8 minute video demonstrates the *Power<sup>3</sup> of Optimization™*.

The video is a Live Presentation by Scott to the Exclusive SANG Members that include Leading Business and Internet Thought Leaders... including Tony Robbins, Billionaire Bill Bartmann, Legend Harvey Mackay, Fortune 500 trainer Chet Holmes; Internet gurus Brad Fallon, Eben Pagan, and Alex Mandossian and dozens more.

Scott takes the audience through the **Hourglass Profit Acceleration System™** and shows them a simple formula for doubling profitability by making small, incremental improvements to the ProfitDrivers™ within their sales and marketing process.

You will be amazed at the amount of energy these leading thought-leaders displayed at the end of Scott's presentation!

- **Speed2Profits™ 90-minute Workshop (optional)** - If you purchased Speed2Profits™ as a result of a live presentation or Webinar, then you don't need to watch this video.

Scott conducted his 90-minute Live Workshop before 600 Internet focused business owners from around the globe to help them instantly uncover \$10,000+ in profits

within their businesses. Over \$40,000,000 in expected added profit streams were found for the group (you will see this at the end of the video).

This video provides powerful grounding, which can help you generate immediate profits, for what you will dive deep into during the Speed2Profits™ Program.

- **Real World Business Example** - Another very valuable resource located on the home page is the “Real World Business” examples where I will apply the ProfitDrivers™ to various businesses to help you make distinctions about how these apply to your business as well. In these examples, I've taken the liberty to select a sample company and apply my specific recommendations.
- **Help Friend's Biz and Win!** - As you progress through the *Speed2Profits™* program and begin experiencing the incredible revenue and profit impacts, you will want to help your friends and family that own businesses achieve the same results. After all, the return on investment is so massive that the program is self-funded with newfound profits multiple times over.

Simply click on the Help Friend's Biz and Win! link and provide your friends information, and when they join the *Speed2Profits™* program you will be rewarded with a valuable gift.

**Scroll Down**



## BusinessAccelerator™ Learning Center

Resources located within each BusinessAccelerator™ Learning Center are specific to training contained within that module.

**Training Videos** - the training videos will be broken into subject tracks, similar to the chapters of a DVD movie. Each training track will cover a specific topic that ranges between 7-22 minutes long. Each contains a specific topic with a clear training outcome and action steps for you to take.

When you click on the video player, the rest of the content is grayed out to eliminate distractions.

**Profit Essentials** - within this area you will find various tools and resources to help you maximize your training results. These include:

- An Executive Summary of the module content
- PowerPoint slides for each ProfitDriver™ covered
- Complete transcripts of the training
- Templates, resources, and tools to help you effectively implement

**Q&A** (Only available on some Speed2Profits™ programs) – The *Speed2Profits™* program is designed to be highly interactive in order to ensure that you don't just learn but also IMPLEMENT what you learn. Therefore, the Q&A sessions are a vital component to your success.

- **PowerImplementation™ Q&A Session** – After each BusinessAccelerator™ Module is released, live webinar trainings will be conducted. These Q&A Sessions are focused exclusively on Implementation and Execution of what you've learned. These are specific to the **BusinessAccelerator™ Training Modules**.

During these sessions we will select members that will participate in hot-seat interactions with Scott or one of our certified profit trainers, as well as answer any questions that are related to implementing the success strategies within the members businesses.

**Expert Interviews** (*Only available on some Speed2Profits™ programs*) – Scott will also interview leading business growth experts to learn their key success strategies for optimizing the performance of the ProfitDrivers™. These interviews will provide specific, tangible, and actionable strategies and tactics. There will be absolutely no selling of products and services during these calls.

These interviews will take place during the program and over the course of the 12 month membership.

## Support Training (right column)

- **Scott's Tips**- here you will find helpful tips about how to maximize the training. These will include any updates or changes to the training based on feedback from the members and Scott's latest breakthroughs.

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- NEW CLIENT GENERATION:** A funnel diagram with four stages: I - LEAD GENERATION, II - SALES PROSPECTING, III - SALES CONVERSION, and IV - TRANSACTION VALUE.
- BusinessAccelerator™ 1 Videos:** A list of seven videos: LeadGenerator™ Video 1 – Overview, LeadGenerator™ Video 2, LeadGenerator™ Video 3, LeadGenerator™ Video 4, LeadGenerator™ Video 5, LeadGenerator™ Video 6, and LeadGenerator™ Video 7.
- SCOTT'S TIPS:** A section featuring a photo of Scott Hallman and the text: "Scott provides key tips for effective implementation." with an "ACCESS NOW" button.
- RESOURCE CENTER:** A section with three links: "Post Your Success", "Member Applications - Strategies and Tactics", and "I-Team Resources - Get Help Implementing".
- LeadGenerator™ Learning Center:** A section with three columns: "Profit Essentials" (Executive Summary, Workbook, Transcripts, and more to maximize profits), "Q&A" (LIVE SESSIONS with Fellow Members to Answer all your questions), and "Expert Interviews" (Scott Interviews leading experts to learn their Top Secrets for Optimizing this ProfitDriver™). Each column has an "ACCESS TRAINING NOW" button.
- Your ProfitCalculator™:** A section with the text "Update Your Results" and an "ACCESS NOW" button.
- ADDITIONAL SUPPORT TRAINING:** A section with the text "Additional Step by Step Audio/Video Recordings to Take You to the Next Level" and a "View Media" button.

At the bottom of the page, there is a footer with the text: "Our Proud Sponsors | Be one of them." and "For More Information About Speed2Profits.com Call 1-800-409-6626 (in the United States) Copyright © 2011-2012 Business Growth Dynamics, Inc. All Rights Reserved."

- **Resource Center**

- **Post Your Success** – here is where you can share your success and tell us about the specific strategies and tactics you utilized for each of the ProfitDrivers™ within that module. I encourage each of you to post your successes as often as you can.

- **Members Applications** – This is where you can access all of the “Post Your Success” stories, a success library for you to tap into.

- **I-Team Resources** - here you will find a list of providers that can help you with implementing strategies and tactics within your business. These resources will be knowledgeable about the *Speed2Profits™* program.

- **Your ProfitCalculator™** - this link provides you with instant access to your ProfitCalculator™ directly from within each Learning Center. You can access it from the homepage as well.

- **Additional Support Training** - This contains a treasure chest of training resources that can help you take your experience to the next level. We have combed through the archives of our Success Library and hand selected information and training that is timeless.



Among these are best-selling audio based training programs and modules that apply to the particular **BusinessAccelerator™** you are focused on. Many of these programs provide an extra layer of training on particular subjects that adds to the primary training.

For example, our version of the Unique Selling Proposition is called, “Compelling Competitive Advantage™”, located in the **LeadGenerator™** module. Many believe it contains the finest training on this subject ever developed. It provides a detailed in-the-trenches workshop that helps you quickly identify both your primary and secondary competitive advantages that can differentiate you from your competitors and create a real Game Changer.

So as you can clearly see, we have pulled out all the stops to make this the most comprehensive, actionable Business Growth Training Program ever assembled.

**Let the Race Begin**

**To your Success**

**Scott Hallman**