

# CENTRES OF INFLUENCE WORKSHOP



## How to make Centres of Influence your biggest source of new business.

*We will share with you 7 simple steps on how to build and generate new revenue from existing and ideal Centre of Influence relationships—by growing their business, not selling yours!*

### Key learning outcomes

Our practical workshop features five key learning outcomes:

1. Knowing your ideal client;
2. Identifying your ideal COI;
3. Research on the needs of COIs and their SME clients;
4. Understanding and implementing the 'win win';
5. Building relationship and product trust.

### Who should attend

Financial Planners who are prepared to transform the way they work with Centres of Influence and are wanting to:

- Grow their business;
- Stimulate existing and attract new relationships;
- Generate consistent, quality SME referrals.

### Fees (inc GST)

**\$880** per workshop attendee.

*Includes the workshop, post workshop materials and Needs Review on your own business.*

### Duration

3 hour workshop.

Earn 4.5 CPD points upon Workshop completion.

**The learning outcomes can be applied to all of  
your Centres of Influence.**

*The workshop will feature an Accountant Centre of Influence Case Study and post the workshop, you will have access to Accountant relationship and engagement materials.*

#### INCLUSIONS

##### Relationship Trust Building Materials

- Accountants Research Reports
- Accounting industry articles and case studies
- Accounting industry benchmarks

##### Engagement Materials

- To engage Accountants
  - Access to your own branded Bstar partner site featuring accounting industry relationship trust building and Needs Review materials
- To engage SMEs
  - Access to a dual branded Bstar partner site with your accountant referral partner/s featuring SME Needs Review materials

##### Support

On completion of the Workshop you will have access to experienced mentors to assist and guide you in growing your business with Centres of Influence.

Visit [www.bstar.com.au/COI](http://www.bstar.com.au/COI) to register.