

Altitude retained by clients following business diagnostic and discussion

# BUSINESS DEVELOPMENT CYCLE

**1**  
A FULL BUSINESS ANALYSIS COMMENCES.

**2**  
CLIENT COMPLETES A COMPREHENSIVE ANALYSIS DOCUMENT AND DISC ANALYSIS for review by Altitude.

**3**  
MEETINGS COMMENCE WITH A 3-4 HOUR STRATEGIC REVIEW.

Address any pressing day to day issues to assist business owner to get started. Set dates of regular weekly, two weekly or monthly meetings. Establish meeting guidelines.

**4**  
The first 90 day STRATEGIC PLAN is developed and goals set. Altitude is now a business resource.

**5**  
Face to face meetings as planned to review progress, maintain focus and educate.

**6**  
ALTITUDE IS A TRUSTED ADVISOR TO THE BUSINESS working on strategic and day to day issues.

**7**  
Client reads, reviews videos, attends workshops to further their business education.

**8**  
FULL BUSINESS REVIEW EVERY QUARTER and the growth process continues.



## SIX STEPS TO A BOOMING BUSINESS...

RESULTS	Diversification
SYNERGY	Well oiled Machine
TEAM	People for Growth
LEVERAGE	Efficiency
NICHE	Predictable Cash Flow
MASTERY	Chaos to Control

**ALTITUDE**  
BUSINESS DEVELOPMENT  
KNOWLEDGE • IMPLEMENTATION • GROWTH

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