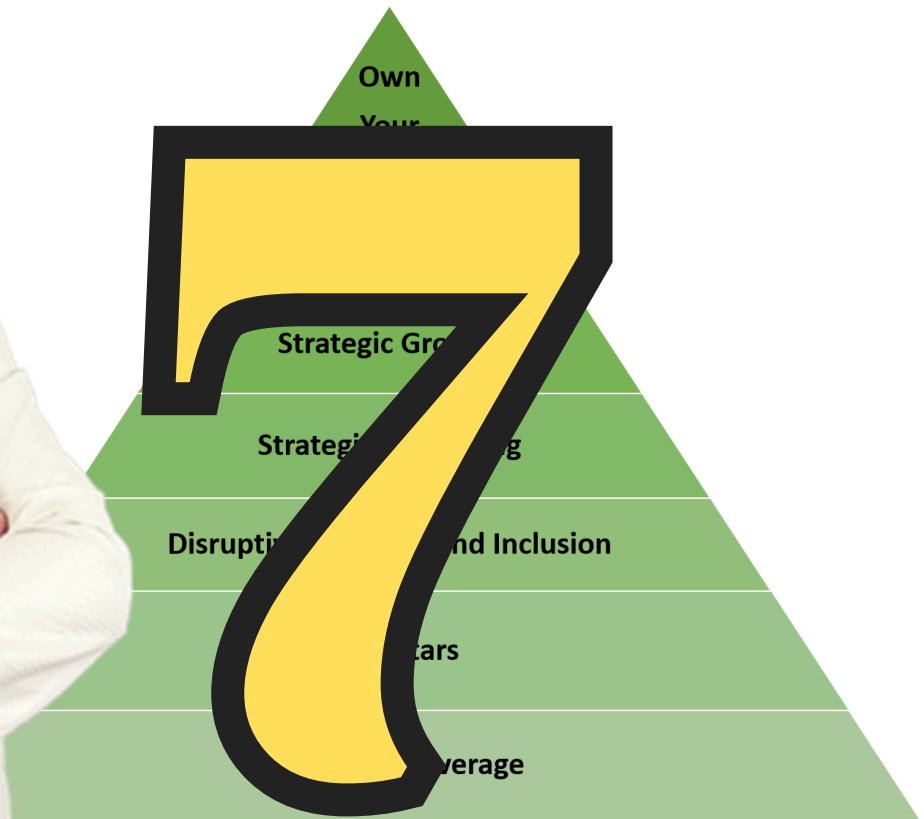


Deberah Bringelson's



# Transformations for *100%* Business Growth

**Verified  
Results**

***How 1 CEO Grew Her  
Business 3,546%  
in under 12 months***

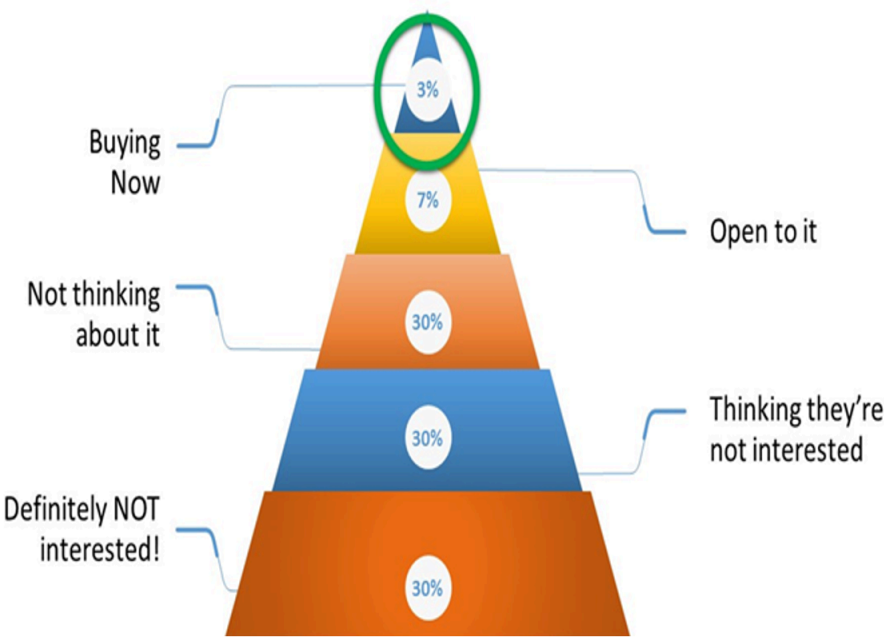


[Deberah Bringelson Global](#)

**FACT: You are losing 90% to 97% of your potential revenue BEFORE you start.**

**FACT: You are and your competition are fighting over the same 3% of the market, leaving 97% of the market untouched.**

**FACT: Most companies make their money from only 3% to 10% of the market**



**FACT: Globally, CEOs cite poor leadership as the number 2 threat to business.**

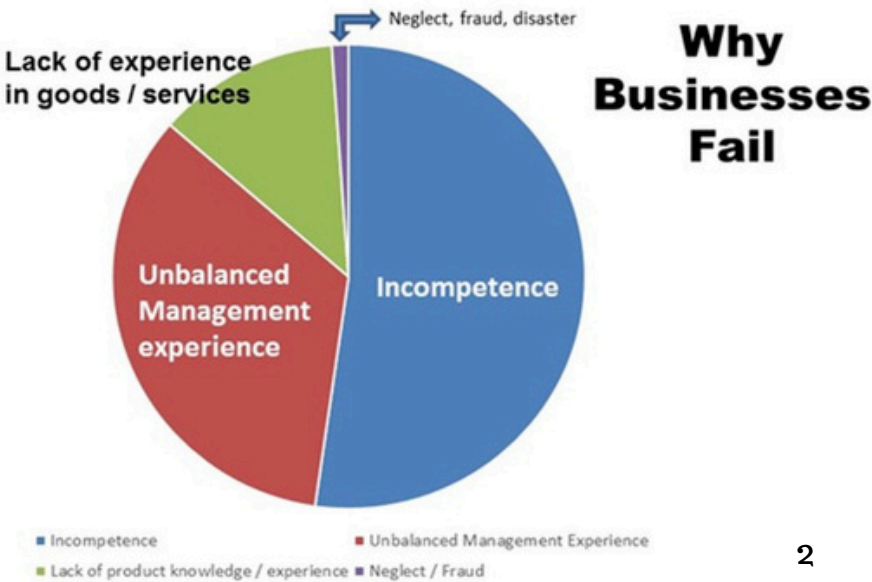


**Costs of Poor Leadership**

- ↑ 60% – STRESS
- ↓ 72% – ENGAGEMENT
- ↓ 50% – PRODUCTIVITY
- ↑ 37% – ABSENTEEISM
- ↑ 49% – ACCIDENTS
- ↑ 60% – ERRORS

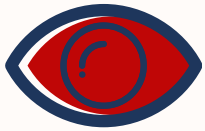
Source: MotherJones.com; deloitte.com; Families and Work Institute

**FACT:**  
**The CEO is the #1 threat to business success.**



# How She Did It!

## And YOU Can Too!



### Leadership Leverage

Leadership is the foundation and the ultimate advantage of every successful business. Often, leadership positions are filled with people who've earned a promotion, but may not have the skills or desire to be real leaders. Do you know what makes a REAL leader? Hire and promote only superstar leaders.

STEP  
1

### Superstars



What about your team? Are they superstars or average players? And, back to the leadership, you included: Are they Superstars? Are you? Your team will never outperform you and your leadership. If you are a B player, your team will only play a C or D game. Implement strategies that train and promote exceptional performance.

STEP  
2



### Intentional Culture

Do you have an intentional company culture? One that is fun, engaging and inspires everyone to dig a little deeper to perform and create success for everyone; team members, the company and clients alike?

Leaders and their tribe are interconnected. Strong leaders make strong tribes and vice versa. Only the right people and thoughtful strategic culture will get the job done.

STEP  
3

### Strategic Messaging



Are you strategic in your messaging and growth? Most companies are blowing it, leaving as much as 97% of their market untapped. That means 97% of their revenues/profits are untapped! Create a strategic messaging plan that meets prospects where THEY are, NOT where you are.

STEP  
4

## Personal Growth

"Before Deberah, I didn't believe I deserved wealth. I thought I wasn't good enough.

I experienced "The Shift"  
...then my company did!

Deberah helped me clear away those fears and beliefs. I immediately felt better. Within days, I created \$298 million. It's very exciting! I will forever be grateful!"

— Nadia Zaal, CEO  
Zaya

Verified



## Professional Wins!

"We increased our revenue \$602 million in 12 months using Deberah's Power of 3 Strategies. She promises a lot and over delivers.

With Deberah's help, we have seized the leadership position in the market. A feeling of excitement and success permeates everything we do. It's really fun!"



## Strategic Growth

What is your growth plan? Do you even have one? Companies that grow without the benefit of smart Strategic Planning drown under the weight of ineffective or missing strategies. Nadia's plan called for 334% growth. Because she had a strong comprehensive plan in place, she flourished instead of floundering when that growth topped 3500%! Invest in a smart, comprehensive plan and stick to it!

STEP  
5

## Strategic Innovation



In today's fast-paced, turbulent and constantly changing economic conditions, companies that fail to change and strategize can go from being the most innovative in their industry to bankruptcy. Remember the Sony Walkman? Replaced by the innovative Apple. Teach your team and especially your leaders to constantly be innovating. You'll see results in your bottom line!

STEP  
6



## Own Your Market

What is keeping your prospects awake at night? Hint: it is NOT your product or service. Think Money - Risk - Time. What are your "super powers"? They differentiate you and make you special. How do you define your market and identify your competition? Your competition is not others who provide the same products or services you do. Your competition is others who provide transformation that meets the pain and needs of your ideal prospects. Are you "the" dynamic solution that meets your prospects needs and eliminates the costs, pain and ramifications of those needs? That is how Nadia set herself apart from the competition and now "owns" her market!...and how you can too!

STEP  
7



# 1. Leadership Leverage

“Companies are struggling ... and the data suggests that they are making little or no progress.”

At the helm of the most successful companies are leaders with both vision and ability to lead their teams to overcome challenges, move past setbacks and ultimately create success. However, for most companies, leadership stops at or near the CEO.

Globally, C-level executives identify increasing demand for new and better leaders at all levels of their company as the number 2 threat to business stability and growth, rising 32 percent over previous years. However, only 6 percent of executives believe they have what it takes to solve the leadership gap and only 10 percent have faith in their succession programs. And when it comes to growing Millennial leaders, that confidence drops from 10% to a mere 7 percent.

**Leadership is the ultimate advantage.**  
**- Anthony Robbins**

Unfortunately, most managers, supervisors, VPs, etc. are “rewarded” with their positions because of “scoring a big deal”, loyalty to the company or passage of time. Real leadership training has been inadequate or non-existent. While they may dress the part and hold the office, they are not prepared or qualified to actually lead; often causing more frustration and problems than they solve. As we discuss later, that is when the real trouble begins.



# Lack Of Leadership Skill Is Destructive

“Name only” leaders, unprepared for the task, experience tremendous overwhelm and stress. And one thing that definitely trickles down: stress! Paralysis, an inability to take action or “smart” action, and a need to ‘take’ credit from others, are all flashing warning signs of the unprepared and overwhelmed “name only” leader. Overwhelm plus low or no skill destroys your team, profitability and potentially your company.

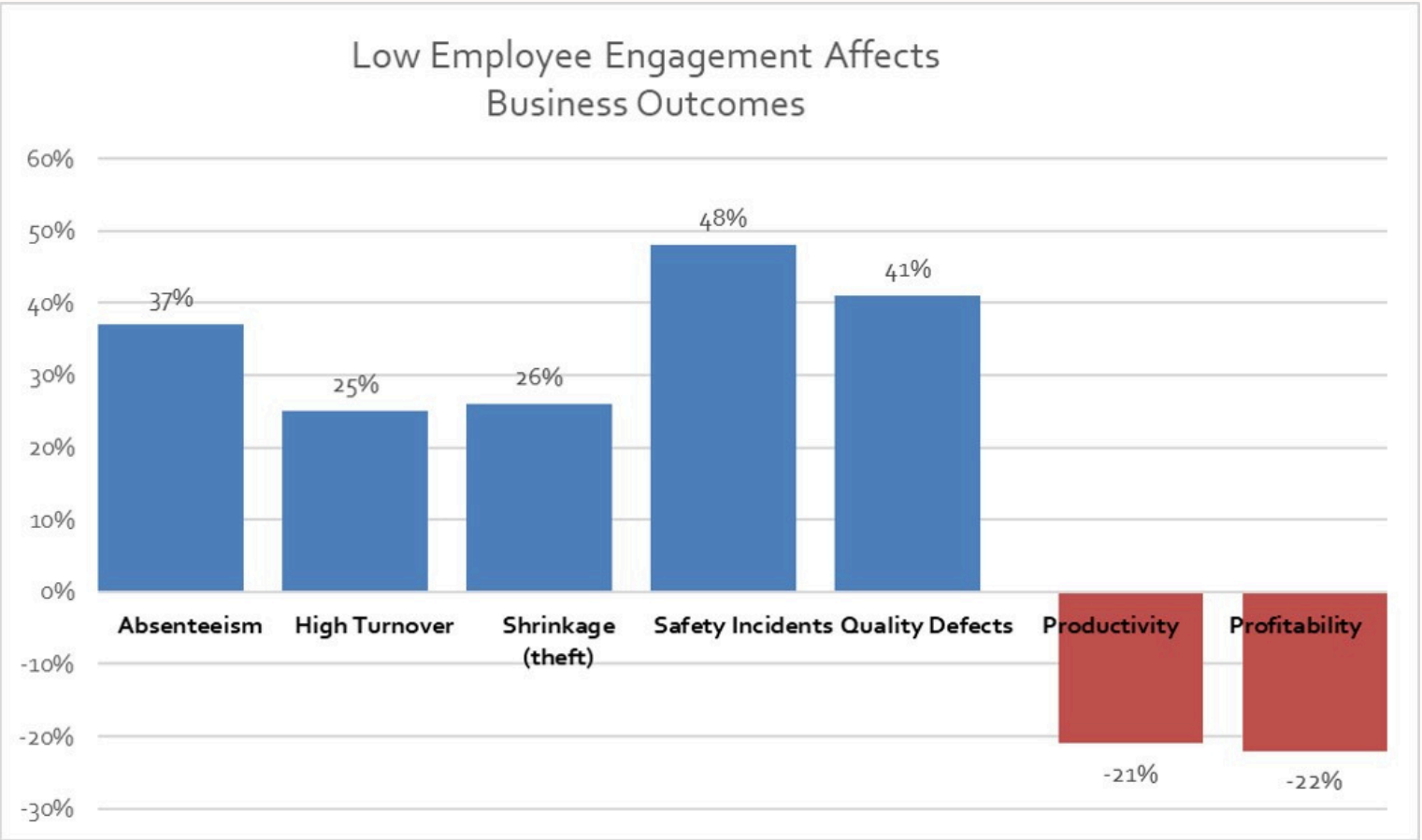
## What’s It Costing You?

A recent Harvard Business Review report found that bad bosses negate other investments, while good bosses, have the opposite effect.

**Good Bosses Lead Employees to Increase Revenue:  
And, many studies show, there’s a strong  
correlation between employee engagement,  
customer satisfaction, and revenue.**

**- Harvard Business Review**

This bears out in a recent Gallup study which found that 70 percent of U.S. employees are not engaged in their work and 70 percent of those cite bad managers as the reason; resulting in an annual hit to the U.S. economy of \$398 billion.[iii] Companies in the bottom quartile for engagement report 25 percent higher turnover, 28 percent more thefts, 41 percent more safety incidents and 22 percent lower profits.



Source: Gallup News, How Employee Engagement Drives Growth

## Leaders: Nature vs. Nurture

Not everyone is cut out to be a leader. Keep those with skills or potential. Replace the rest. Here are key questions to ask about your current leadership team and of any future promotions or hires: Is this person really the right fit for the job that needs to be done? Are they or do they have the ability to be groomed into the next superstar manager or CEO? And do they understand the need and can/will they groom the next wave of leaders to take their place when the time is right?


**Companies fail to choose the candidate with the right talent for the job 82% of the time.**  
- Harvard Business Review



# Do Your Leaders:

✦ **Innovate for the good of the team?** A strong tribal culture creates greater happiness and success for both team members individually and for the company as a whole. The more team members feel they are a vital part of the company, the more they are inspired to invest themselves in the success of both clients and the company. Win-win-win! A great question to ask each manager or leader: Do you know every team member's (direct reports) currency? And... Do you spend it?! Do you?

✦ **Seek honest feedback** from clients, colleagues, supervisors and team members. The best leaders aren't afraid of feedback, they seek it out. They also know how to discern its value, knowing when to use it or discard it as appropriate.

Great Leaders Are:	What Great Leaders Do:	What Great Leaders Need:
<div><div><div>✓ Hungry</div><div>✓ Driven</div><div>✓ Problem Solvers</div><div>✓ Innovators</div><div>✓ Thinkers</div><div>✓ Masters of themselves</div></div><div><p><b>POWER of 3</b> More Money! Less Stress! More Fun!</p></div><div><a href="http://www.DeberahBringelson.com">www.DeberahBringelson.com</a></div></div>	<div><div><div>▪ Shift from “self-centered” focus to “team- or company-focused”, understanding that team/company success equals personal success</div><div>▪ Invest in their own growth</div><div>▪ Invest in their emotional / passionate stake in themselves and the company</div><div>▪ Add value to themselves, their team, other leaders in the company, clients and customers</div><div>▪ Ask great questions of their team, clients and customers, other leaders</div><div>▪ Seek feedback from their team, clients and customers, other leaders, their boss(es)</div><div>▪ Know each team member’s currency</div><div>▪ Anticipate their team’s and their clients’ needs.</div><div>▪ Influence their team positively; state and core beliefs</div><div>▪ Are able to make decisions – and actually make and implement them.</div></div></div>	<div><div><div>▪ Support for investing in their growth (time, encouragement, financial resources)</div><div>▪ Assessment of Growth Needs</div><div>▪ Training and education to fill growth needs</div><div>▪ Opportunity to develop and practice new, mindset, behavior and skills.</div><div>▪ Support for investing in their emotional state in themselves and the company. The company must know each leader’s “currency”.</div><div>▪ Room to make decisions and fail.</div><div>▪ Support for decisions.</div><div>▪ Mentorship and guidance.</div></div></div>





# 2. Superstars

THE REAL and high COST OF BAD HIRES  
ISN'T WHAT YOU THINK!

## Why and How To ONLY Hire Superstars

Has it been more than six months since you've done a serious analysis of each member of your team's performance? Yes? You're losing customers, valuable assets and money.

Is your company made up of superstars and A players or do you have B, C and maybe even some D players infecting your company at the core?

Anyone who is less than an A player is costing you \$\$\$\$! And the real cost isn't what you think it is. Even one bad apple can lead to widespread rot.

"The dynamic range between what an average person can accomplish and what the best person could accomplish is 50 or 100 to 1. Go after the cream of the cream. A small team of A+ players can run circles around a giant team of B and C players."

- Steve Jobs

## How Firing An Entire Team Led to 3,546% Growth in 12 Months

Too many CEOs have come to accept what they believe is the reality of business, that dealing with B and C players is just part of the game. What happens though when you just say no and create a new reality? One CEO discovered the hard way just how much her lackluster team of C players and nay-sayers was hurting her company. Some had been hired because of prior relationships. Others because they happened to be available.

None, from the controller to the marketing director to the entire sales team was an A player. While many were working hard, and putting in a lot of exhausting hours, they weren't producing. After more than 12 months of no new revenue, it was time for a big change. This CEO made the very hard decision to say goodbye to everyone in the company and rebuild her team from scratch, hiring only Superstars and A players. The result? 12 months later, her revenue had grown from \$0 to \$602 Million.

**“Your assets are your employees. Invest more on those performing well. Let the non-performers go.”**

**- Manoj Arora,  
From the Rat Race to Financial Freedom**



[Vampires At The Gate: How To Slay The Vampires  
Devouring Your Business, Bank Account, and Life](#)

# Direct Cost of Hiring and Keeping Poor Performers

Low productivity, lack of initiative, too many days showing up late or not at all; are typical complaints about bad hires or poor performers.

When they're out "sick" yet again, the rest of the team must jump in and cover. And when poor performers do show up, the team is still covering. Their negativity and list of reasons why something "won't work" or "can't be done" is endless. Eventually, they will have to be replaced.

Get Ready To Pay: The typical cost to replace an employee is 21% of their annual salary. That is on top of lost opportunity cost – deals blown and customers lost?

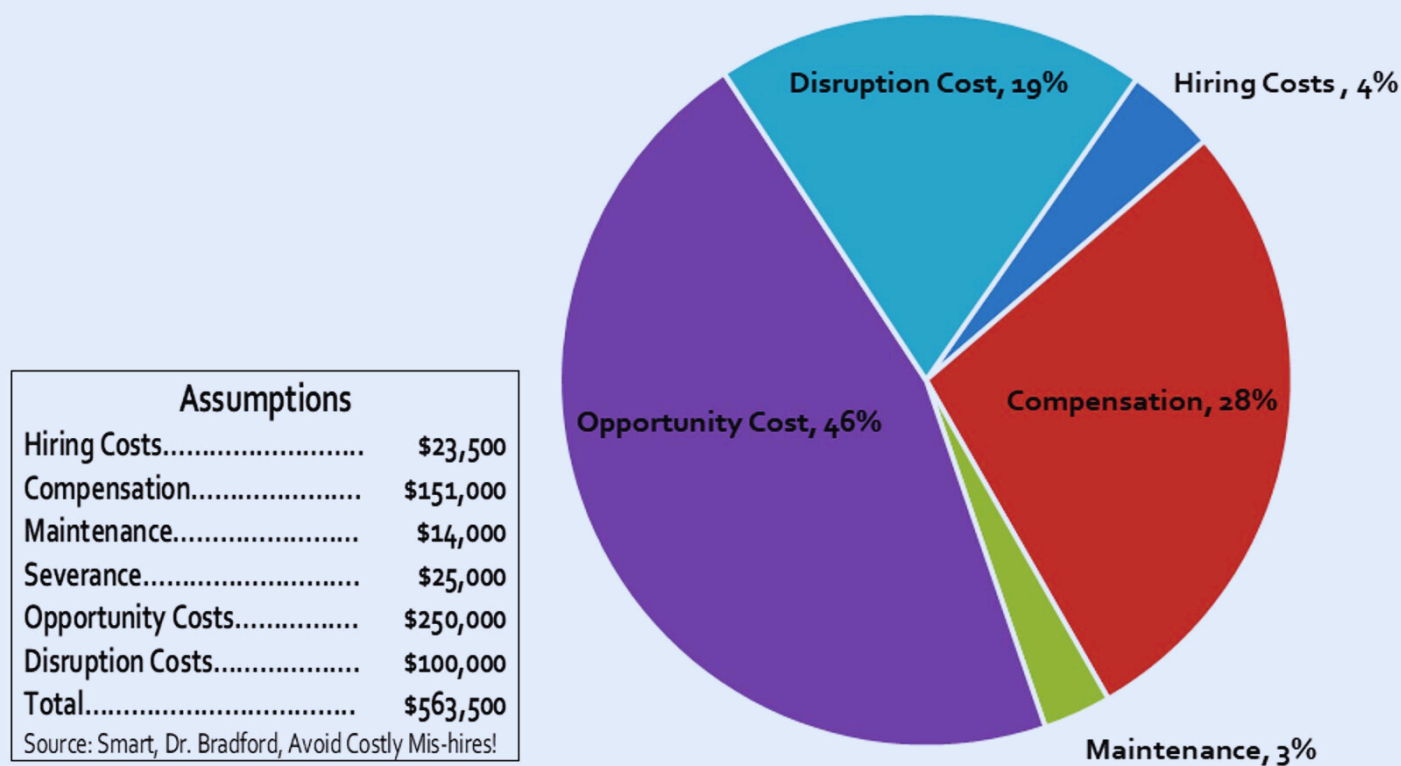
However, the costs are far more than merely recruitment expenses. Have you ever calculated your direct costs of replacing someone who shouldn't have been hired in the first place? At a minimum, they include:

- Hiring (advertising, screening, interviewing and hiring by HR and Management personnel)
- Onboarding, training, management oversight
- Lost Productivity
- Lost Engagement
- Lost Opportunity
- Lost Customers due to poor customer service
- Training costs
- Higher new employee salary (18% - 20% increase over previous employee)

Take a look at an example of costs for replacing a Sales Rep below.



## Example Employee Replacement Costs For Sales Reps



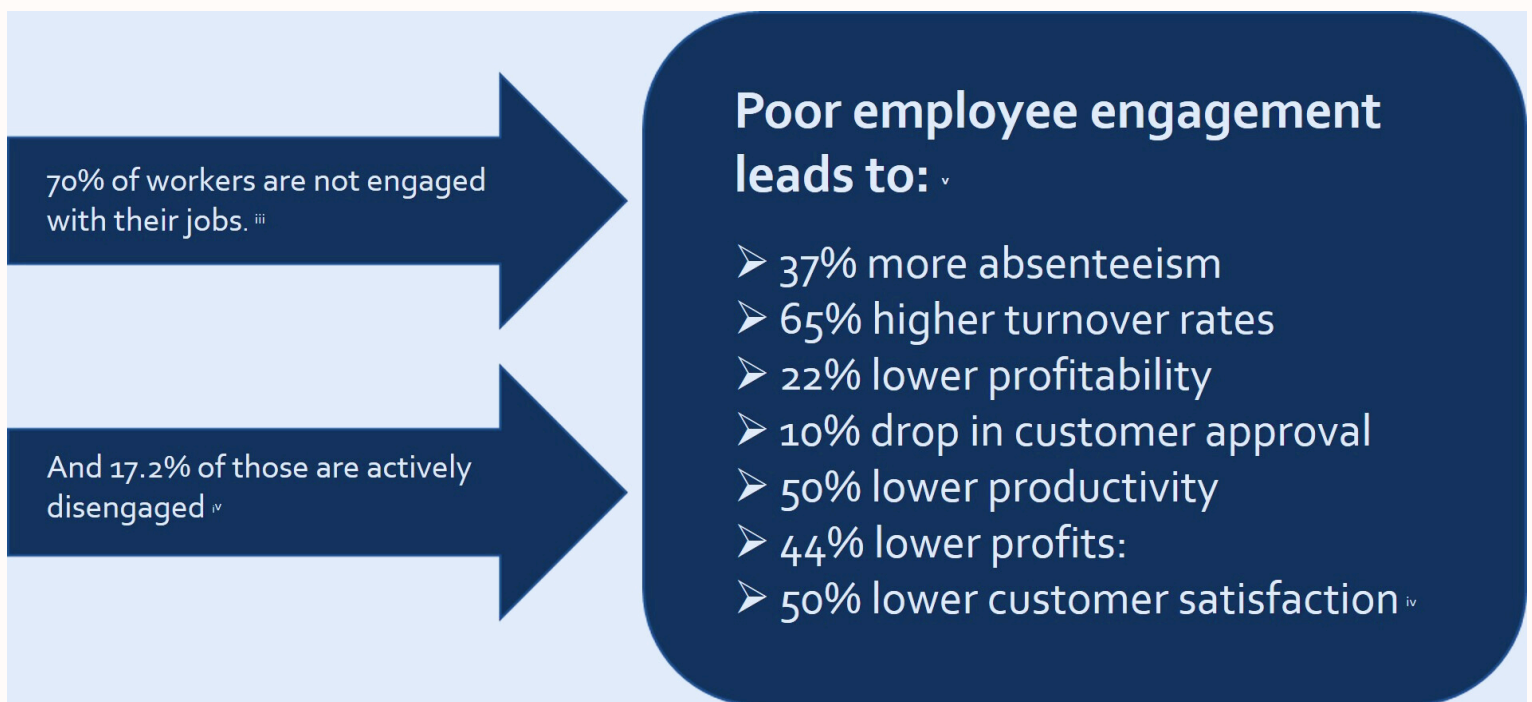
However, the direct costs are small compared to the real cost to your company.

## What You’re Missing

### - The REAL Cost

As if the direct costs weren’t enough, the real hit to your profitability is the toxic cloud of low morale that destroys productivity. C players cause A players to disengage and ultimately drive your Superstars away. When you have the wrong people, everyone begins to question your ability to make smart decisions. And, no one is more affected than top performers. Their work – your company – becomes merely a paycheck. :





The Value and ROI in Employee Recognition, Human Capital Institute, August 2009

Superstars are passionate about what they do. They show up, not just for a salary, but to achieve, to accomplish, to push themselves and their abilities to new levels. They tend to be innovators and love solving problems.

Superstars are leaders, either intentionally or by example and they tend to collaborate with other members of the team, helping to lift everyone to new heights.

When you inflict C players on Superstars and A players, they begin to question why they are giving it their all, while others are underperforming and tolerated. Why should they care and over perform, if you don't?

**“Employees operate in a transparent job market where in-demand staff find new positions in their inboxes. After decades of corporate discourse about the war for talent, it appears that the battle is over, and talent has won.”**

**- Deloitte**

Superstars and A players are in high demand. There is always another company around the corner just waiting to welcome them to their team. Consequently, it's your superstars who are the first to leave. When your best performers leave, they take their knowledge and skills – the building blocks of your company – with them.

## Recognizing - Hiring - And Keeping Superstars

“Those who build great companies understand that the ultimate throttle on growth for any great company is not markets, technology, competition, products. It is the one thing above all others; the ability to get and keep the right people.”

-Jim Collins, Good to Great



**Do you know the 13 vampires Devouring Your Business, Bank Account, and Life?**

<https://DeberahBringelson.com/vampires>

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## What makes a Superstar?

## How do you recognize one when you see one?

### 1. Natural Talent

What are the skills that are vital for the job? Do you have someone who is or has been a superstar in this position. Make a list of “qualities” that person has. In some cases, it's not the most experienced person who is the superstar, but someone who is tenacious, innovative, a keen problem solver.

### 2. Hungry

People are often surprised by the people who turn out to be superstars.

Look for someone who is hungry and intent on making their mark.

Employers often shy away from new hires with big goals out of fear that they will leave. If you keep challenging and rewarding team members who thrive on challenge and showing what they are made of; they're likely to drive their own growth and your company's as well.

### 3. Teachable

Often the worst hire is a person with a level of experience and success.

This is most often true in sales. You're much better off with someone who wants extra helpings of new information and skills, than someone who, based on a little success, believes they know it all.



## 4. Sell Themselves

During the interview process, it's a great time to see what they've got. You want them working after you hire them. Make them do a little work to show you why they're the smart choice. Have a plan before you start the interview. What do you want to know? What skills are vital? Is this person someone who at 5:00 on a Friday stays to solve the crisis that could destroy the company, or is s/he someone who says "see you Monday"? Push back a little. Be tough. See what they're made of.

### Once you have your superstars, how do you keep them?

First, if you want your team actively helping you grow your company, know what makes them tick. Recent research by Mindflash shows the disconnect between what employers **THINK** employees want and what employees **REALLY** want. The survey was taken by both employers and employees. <sup>vii</sup>

### What employers **THINK** employees want (in order of priority):

1. Good wages
2. Job security
3. Promotion/growth opportunities
4. Good working conditions
5. Interesting work
6. Personal loyalty to workers
7. Tactful discipline
8. Full appreciation for work done
9. Sympathetic help with personal problems
10. Feeling "in" on things

### What Employees **REALLY** Want:

1. Full appreciation for work done
2. Feeling "in" on things
3. Sympathetic help on personal problems
4. Job security
5. Good wages
6. Interesting work
7. Promotion/growth opportunities
8. Personal loyalty to workers
9. Good working conditions
10. Tactful discipline





# Keeping Your Superstars - Specific Actions:

## 1. Teach

Most companies have terrible or non-existent onboarding practices. Many find someone in their company and say “follow them”. Some companies even entrust this vital role to the person who is soon to be exiting.

Your new hire is a diamond. Give him/her some polish. What does that mean? Don't just hand over an employee manual or turn this diamond over to someone and say, “train”. Create a real, meaningful training program. Memorialize your most important training on video. Yes, it does take time to create it. But once it's done, it will serve you well. Video tips: 1. The person who makes the video should be charismatic, interesting, and actually know what they are talking about. In some cases, a process or procedure is very different in theory than in reality.

## 2. Lead

One of the worst things that a superstar can encounter is someone in a management position who cannot lead. As the owner or manager of the company, understand what you need to know and make decisions. Even if those decisions are not always 100% right, superstars will respect intelligent decision-making.

## 3. Give credit

Poor, ineffective leaders lack confidence and steal credit. Don't. And if you have leaders on your team who do...they too need to be replaced by a superstar.

## 4. Invest and reward

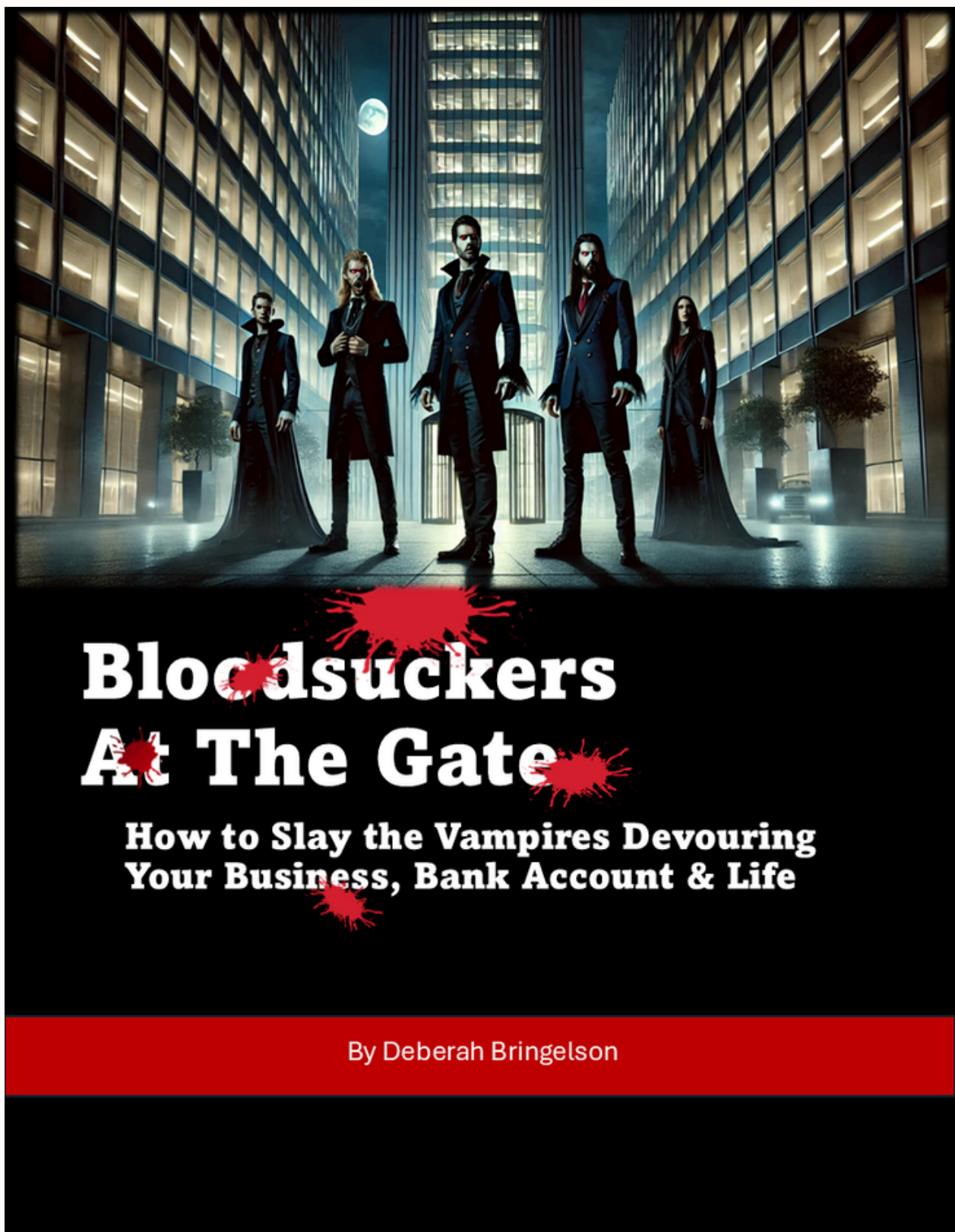
Superstars aren't in it only for the money. They want something more. What's their currency? Is it recognition? A promotion? Opportunity to stretch or learn something new? Know what their currency is and spend it.

## 5. Develop a superstar culture

Every company is different and the culture should match the values of the superstars you have and that you want to attract. Invest time and resources in developing yours. Let your superstars help you lead in developing a healthy, vibrant culture. Spend time in knowing and enjoying co-workers as people with group and/or team building activities. 92% of employees rate both their overall corporate culture and teamwork within their department as important to them. And 88% say that they place high value on their relationships with co-workers

Featured in (partial list):





I know who they are.  
I know where they live.  
I know how to slay them.

**You can too.**

<https://DeberahBringelson.com/vampires>



## What Could YOU Do?!

### Deberah Was Wrong!

Deberah told me I could grow my revenue by 334%. She was wrong. **I increased it 3,546% ...in 12 months!** We now OWN our market. And I personally believe in myself and have the confidence I never had before!"

Nadia Zaal, CEO Zaya

Verified



**"Very few people have positively influenced my life the way Deberah has**

Real freedom is having a business that runs so smoothly that you can walk away - explore the world and love your life! **I've got that!"**

Dr. Kami Hoss, CEO  
The Super Dentists



### 10X'd My Revenue In 6 Months!

- ✓ Leads – 10X higher each month than they were in a full quarter before
- ✓ Sales – 10X higher
- ✓ Revenue – 10X higher
- ✓ I've got more time with family

John P Festa, CEO  
Excell Education Enterprises



## THE PAIN ENDS HERE

- ✦ Clear your number 1 block to money and success.
  - We'll do it together!
- ✦ Easily 4X or more your revenue.
  - I'll show you how
- ✦ You deserve a great business AND a great life.
  - I'll show you how
- ✦ Stop playing in your market. OWN It!
  - I'll show you how
- ✦ Make It Easy! – Use Quantum Metaphysics
  - I'll show you how (no math required!)

## The Facts

### FACT 1 – Symptoms Are NOT The Problem

- You've tried everything you can think of. But it's not working. Or it works for a few months, then it doesn't. Why? Because **instead of fixing the real problems** that are holding your company down, **you're trying to fix the symptoms** that you see.
- The number 1 threat to most businesses is the CEO/Owner.

### FACT 2 – Symptoms Cost You A Lot. Time and Money.

- They also increase stress, leading to **bad decisions**, paralysis, leaders who can't or won't lead, and disengagement.
- 71% of employees are disengaged, causing apathy, low morale, and decreased productivity. These combined hits to your top and bottom lines...**lead to less control and more stress.**
- Only 6% of CEOs believe they have what it takes.
- 90% to 97% of your buyers are buying from someone else. Meaning that – **90% to 97% of your revenue is down the drain before you start.**

## WHO I'VE HELPED





# 3. Intentional Culture

## How CEOs Can Avoid Drowning In Their Own Toxic Culture

The heart of any company is its people. But while every team has its superstars, they also have “vampires,” waiting to breathe their fiery breath on everyone around them. Freely roaming your company are dark leaders who are taking your team down the wrong path. Think that’s not true?

You may have heard me talk about Randy, the CEO of a \$24 million company who didn’t realize the negative effect he had on his own company.

Randy had been in business for a few years. After a very successful beginning, his toxic corporate culture, what I call the “black tide of risk,” was costing him employees and clients. And with angry and neglected employees roaming his shop, it was increasing his risk of lawsuits.

Randy’s receptionist, Paula, was just one vampire, but a powerful one. She was overworked, unhappy and sick of bearing the brunt of Randy’s stress. What Randy didn’t know is that when clients would call for assistance, she was usually indifferent and often downright rude.

Paula loved to gossip. You know the type: Tell the story, and make it dramatic. Throw in a juicy plot twist, a little conspiracy and some dirt, and the tide begins to rise over the rest of the team.

Technically, Paula wasn’t a leader in the company, but she did have followers. Fanning the flames of stress, she used her front-office position to make it seem like she had real insight into the company’s and the boss’s inner workings. Paula had everyone on edge, especially her followers. Randy soon had more “leaders” joining in on the toxic soup of gossip and negativity, bringing morale and the company down.



The biggest problem was that Randy was completely clueless. He talked a lot about values and being a great team, but what was written on paper wasn't apparent anywhere in the office or on the shop floor. Everyone on the team felt as though they were living in chaos and barely surviving.

People showed up to do their jobs, but little more. The one or two superstars in the company were quickly being worn down and had their eyes on the door, sneakers on, ready to run to their next opportunities. Turnover was so consistent, it was like rats abandoning a sinking ship. As sales and profits dropped, ordering and shipping errors, production mistakes and on-site accidents climbed.

Ultimately, word on the street started to spread. Unhappy clients shared their frustration and anger with endless calls to customer service and even Randy himself on social sites and industry message boards — not exactly the tonic the beleaguered sales team needed.

## Think there are vampires hiding in your company? Here's how to slay them.

### 1. Have a third party conduct a confidential audit of your team.

Confidentiality is key. Everyone in your company is “invested” in some way; they have a side. Insiders also have relationships and perspectives. They can't be impartial, and neither can you.

The third-party auditor should design both questions and conversations to ensure that each person interviewed feels comfortable sharing what is and isn't working. They can uncover what's really going on by asking the right questions and listening to the answers. If this is done well, real insight into problems and creative solutions will arise.

Just make sure that this evaluation includes you. Trust me: You'll be surprised by the insight.

## **2. Make sure that all your leaders are suited for the positions.**

Leadership is a talent and skill. Be sure to nurture it.

## **3. Fire the vampires immediately.**

If someone is just not suited for your company, they must go. Don't wait. Toxic employees create a toxic company, and while you're dealing with these C- and D-players, your superstars are the first to run for the exit.

## **4. Create an intentional culture from the ground up.**

Your company, from its employees to its products, has a personality. Who do you want to be? How do you plan? How do you celebrate? What do you stand for? And how do you solve problems? What are you against (e.g., bad customer service, gossip, lying)? Are there any activities that you want to incorporate (e.g., quarterly game night, pizza Tuesdays, etc.)?

Ask the team what's important to them. Listen to and incorporate what they tell you. And give everyone a chance to shine and take ownership for successes. If your company is small enough, include the entire team in the discussion. If that's not possible, have mini teams or elected representatives participate.

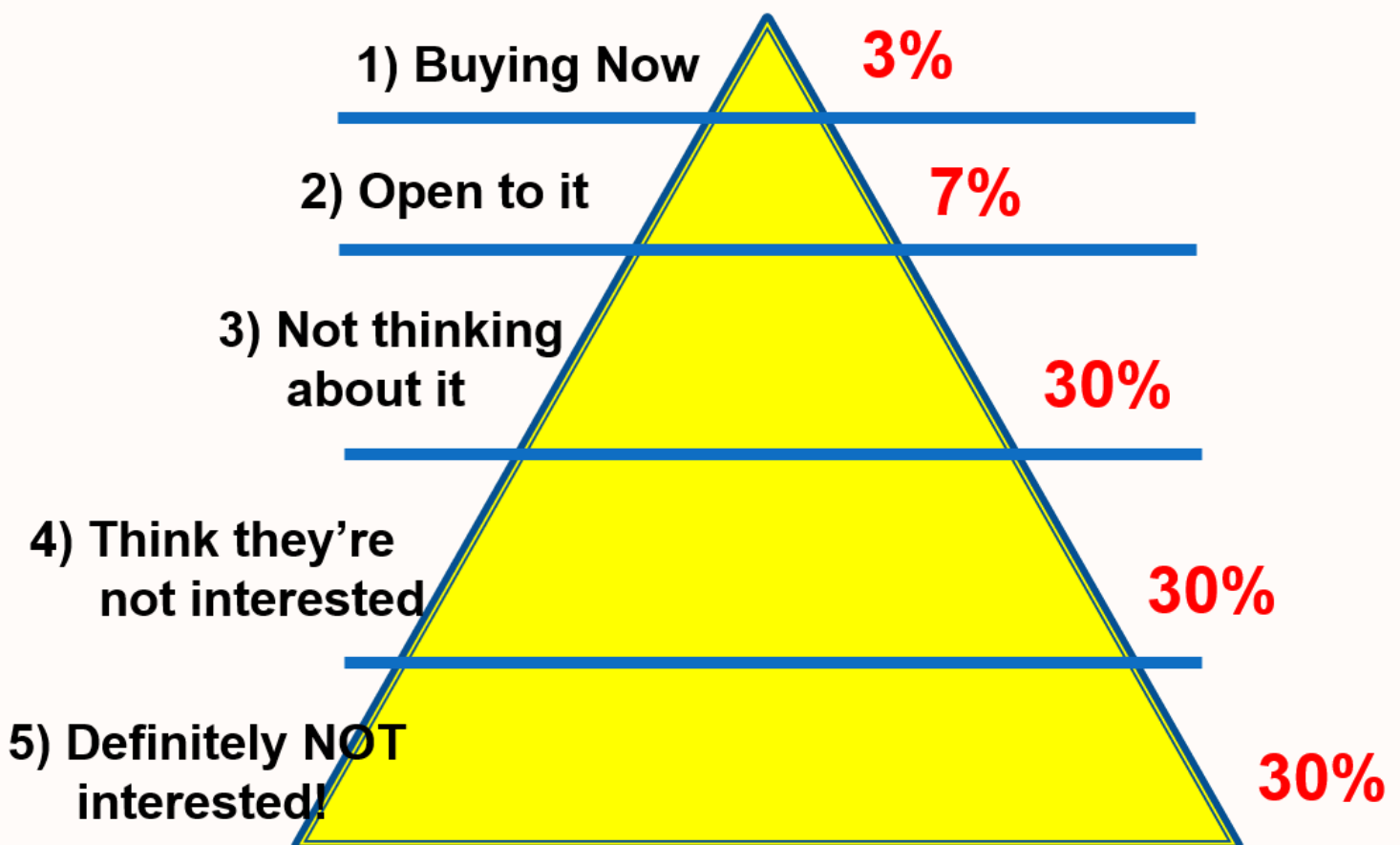
The bottom line is that your team dramatically affects your bottom line. They can be your greatest asset. Care for and invest in them as carefully as you do your equipment, products and clients, and not only will they serve you, but they will help you grow your company and keep you from drowning in the black tide of risk.

# 4. Strategic Messaging

## Make Money From Your Entire Market – Not Just The Top 3%

If you are like most businesses, you are attracting only the top 3% to 10% of your potential market. This means that **at least 90% of your potential revenue is untouched.**

The goal is to not just focus in on the 3% who already in the market to buy your products/services. However, this requires a clear messaging strategy that resonates with your ideal prospects. It changes how they see you, increasing their interest.



Courtesy: Chet Holmes International

# Inspire Them To Listen

You have 3 seconds to catch your ideal buyer's attention. But 97% of them won't know that they deserve to be transformed by what you offer.

It's up to you to inspire them. Leverage their pain and needs so that they become one of those prospects who is ready to buy...even if originally they thought they weren't even interested in hearing what you have to say.

The key is in developing a messaging and sales strategy that does not just target the 3% - 10% that are buying now or who are open to the possibility, but going after the full 100% by educating them to their needs and pain that they are experiencing, buy have not considered and/or do not think they need to resolve. It is only then that you will keep the prospects in your audience (or on your social media, email list, etc.) glued to their seats or computers wanting to learn more.

Utilizing the concepts of strategic messaging, you have the ability to reach deep into your potential market and eliminate the competition by becoming your clients' Trusted Advisor.

Educate them about:

- Why they are experiencing their particular pain (root causes)
- Needs that they may be completely unaware of
- How not addressing their pain can actually make it worse.
- Personalizing their needs and pain
- Sharing that there is a solution that meets their needs
- Introducing and positioning your company as a resource and strategic solution to meet their needs





Your purpose is not to tell people they have mice and your company has a better mousetrap.

An effective and powerful presentation will move your buyers through a **strategic** messaging and sales process.

How the presentation is presented will vary greatly depending on the prospect, logistics, strategy and technology. It may be designed to be presented in person, via an online meeting or through the use of video.

There can be many variations of presentation that can be developed. The common thread is that you want to drive the prospect to a “Call to Action” that will continue to move them through the sales process. Every aspect and step needs to be planned out for it to maximize its potential impact and create a new clients.

## **We 10X'd Our Leads, Sales, Revenue in 6 Months!**

---

- ✓ Leads – 10X higher each month than they were in a full quarter previously
- ✓ I've got more time with my family
- ✓ Made back 10X program cost - in first month alone!

John P Festa, CEO  
Excell Education Enterprises



**Verified**

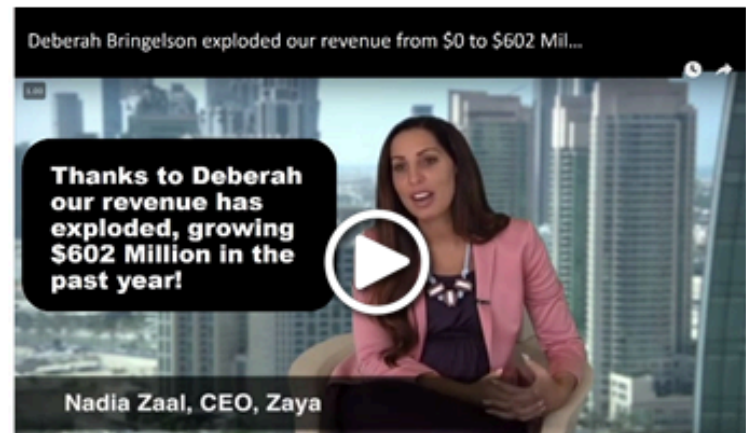
## Case Study

# 3,546% Growth - 12 Months

**This Client Grew Their Revenue From \$0 to \$602 Million**

### CLIENT

This client is a home developer in the United Arab Emirates. In their first year, they generated \$17 Million in sales. In year 2, for 12 months, prior to implementing Deberah Bringelson's Quantum Business Beyond The Spreadsheet Formula they generated \$0 and had just taken out a \$50 million loan in order to continue operations.



### CHALLENGES

While the CEO had previously been involved in family development projects, this was her first experience running a company and completing a project on her own. A lack of focus and direction meant that the team was always scrambling to put out fires, rather than being strategic in their thinking and activities.

Leadership in the company was non-existent. Poor hiring choices meant that many team members were not a good fit for their positions, creating tremendous stress throughout all levels of the company. This combined with the lack of company leadership meant that the team was difficult to manage.

There was no strategy for growing the company beyond a desire to "make sales". Additionally, messaging was standard "look at me" marketing, focused on the company and the product's features and benefits, not the buyer.

Additionally, the CEO had blocks to money, doubts about self-worth and fears about her abilities related to her lack of experience and leadership skills.



Industry  
**Real Estate**



Year 1  
**17M**



Year 2 – Before  
Deberah Bringelson  
**0**



Year 3 – After  
Deberah Bringelson  
**602M**

Growth  
**3,546%**

Learn more at [www.DeberahBringelson.com](http://www.DeberahBringelson.com)

| [Deberah@DeberahBringelson.com](mailto:Deberah@DeberahBringelson.com)

## WHAT SHE SAID

"We increased our revenue \$602 million in 12 months using Deberah's Profit Strategies. She promises a lot and over delivers. With Deberah's help, we have seized the leadership position in the market. A feeling of excitement and success permeates everything we do. Before Deberah, I didn't believe I deserved wealth. I thought I wasn't good enough. Her energetic processes helped me clear away those fears. I immediately felt better. Within days, I created \$298 million. It's very exciting! I will forever be grateful!"

~ Nadia Zaal, CEO  
Zaya Real Estate

## RESULTS

This client reports:

- ✓ Increased revenue - \$0 to \$602 million (12 months)
- ✓ Exceptional team of superstars
- ✓ Superstars well-trained in strategic messaging and strategic selling
- ✓ Effective teamwork, intentional corporate culture
- ✓ CEO - Increased personal self-esteem
- ✓ Effective leadership development at multiple levels

## SOLUTIONS

This client's strategic profit plan included:

- Strategic Messaging
- Strategic Sales
- Leadership Development Training
- Creation of an Intentional Corporate Culture
- Hiring Superstars
- Strategic Innovation
- Ideal Buyer Strategy
- Dream Client Strategy
- Own Your Market Strategy

## BEHIND THE SCENES



Learn more at [www.DeberahBringelson.com](http://www.DeberahBringelson.com)  
[Deberah@DeberahBringelson.com](mailto:Deberah@DeberahBringelson.com)





**"I MADE MORE  
MONEY IN 1 SALE  
THAN IN ALL OF LAST  
YEAR! THIS STUFF  
WORKS!"**

**Within 36 hours, Sieglinde  
made the largest sale of her  
life.**

[Click to Play](#)



**Ryan**

- ✓ Started a NEW brick and mortar business – during a pandemic!
- ✓ Doubled prices
- ✓ Increased sales 30%
- ✓ 36% to 95% revenue growth every month
- ✓ Rents a private island in Belize, with a private chef.

[Click to Play](#)



**EVERYONE NEEDS THIS!**

**"One CEO was pre-revenue (\$0) and closed a deal worth \$67 Million BEFORE Deberah's 5-week training was over!"**

Amanda Holmes, CEO  
Chet Holmes International

[Click to Play](#)

## Meet Deberah Bringelson

- ◆ International Speaker
- ◆ International Profit-Producing Authority
- ◆ Empowerment Expert

Hi, I'm Deberah Bringelson. Almost 30 years ago, I turned around my first struggling company and grew it from \$56,000 to \$13 Million. Since then, I've been speaking on stages across the globe and consulting with CEOs and their companies to create success, revenue, and happy team members and customers. I'm humbled when people tell me that I'm one of the most profit-producing Business Growth and Empowerment Experts in the world.



You may know me for my creative ingenuity, tenacity, and leadership in attracting and negotiating the Virgin America deal between Sir Richard Branson and Arnold Schwarzenegger, for which I received the “Steal of the Year” award, for the deal that never should have happened.

I help people in the C-Suite, just like you, to break through the fog of confusion, poor sales, and overwork to increase revenues AND reclaim the time, energy, and joy your business has stolen from your life. I also work with your team, fixing problems, like HR nightmares, inconsistent revenue, and poor leadership at the root.

### Verified Results:

- **3,546% Growth – 12 Months (Zaya)**
- **110% Growth - 10 Months (Discovery Networks)**
- **10X Leads, 10X Sales, 10X Revenue - 6 Months (Excel Education)**
- **\$0 to \$67 Million – 5 Weeks (VoteBash)**
- **\$300 Million (continuing annual revenue) – 9 Months (State of CA)**

I have worked with **Fortune 100 and 500 CEOs, U.S. Presidents, members of Congress, and business titans, like Richard Branson, Tony Robbins, David Packard, President Ronald Reagan, Governor Arnold Schwarzenegger, and many others.**

My clients are empowered to live their own lives of personal and financial freedom, while at the same time, experiencing explosive results that skyrocket both personal and financial growth. **Using my proven Formula, they experience exponential success, combined with a clear understanding that life and business are meant to be easy, abundant, joyful, and fun!**

**I don't do one-shot wonders that only cost you time and money. I'm not just in this for the sale - I'm in it for your results.**

**[Listen in as I teach Amanda Holmes, President of Chet Holmes International about my Revolutionary Formula that grew 1 company 3,546 percent in 12 months.](https://www.DeberahBringelson.com/results)**

**[www.DeberahBringelson.com/results](https://www.DeberahBringelson.com/results)**



Don't Get Taken: Before you hire a Business Coach or Consultant, make certain they're a true Expert. Ask these questions. :



- Has s/he been a CEO him/herself?
  - Does s/he have a repeatable, proven formula?
  - Can and will they customize that formula to fit your needs?
  - Have they successfully grown multiple businesses of all sizes in different industries?
  - Do they show real, verifiable results?
  - Have they successfully grown both new and established companies?
- There is a huge difference.



[Listen in as I teach Amanda Holmes, President of Chet Holmes Int'l about my Revolutionary \\$13 Million Formula that grew 1 company 3,546 percent in 12 months.](#)

[www.DeberahBringelson.com/results](http://www.DeberahBringelson.com/results)



Every effort has been taken to accurately represent our strategies and their potential to help you and your growth. However, we do not purport this as a “get rich scheme” and there is no guarantee that you will earn any money using the techniques in this program or with these services or materials. Your level of success in attaining similar results is dependent upon a number of factors including, but not limited to: your skill, knowledge, ability, dedication, personality, market, business savvy, business focus, business goals, partners, and financial situation. Because these factors differ according to individuals we cannot guarantee your success, income level or ability to earn revenue, nor can we state that any results suggested in the materials or websites are typical. Any forward-looking or financial statements outlined here are simply examples of our forecasts for future potential and are not promises of actual performance or your results. The statements and the strategies offered in these materials, websites and services are simply our opinion or experience. So again, as stipulated by law, no future guarantees can be made that you will achieve any results from our information and we offer no professional legal or financial advice.

