

This Client Grew Their Revenue From \$0 to \$600 Million in 12 Months.

CLIENT

This client is a home developer in the United Arab Emirates. For 12 months, prior to implementing Deberah Bringelson's Power of 3 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.

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

All components were implemented across all levels of the company.



Deberah Bringelson, one of the most profit-producing business growth and empowerment experts in the world works with leaders and companies around the globe to achieve personal and business mastery.

Learn more at www.DeberahBringelson.com

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TESTIMONIAL

"We increased our revenue \$600 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

RESULTS

This client reports:

- ✓ Increased revenue - \$0 to \$600 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