

How You Can Attend The **4-Day**

WARRIOR FAST TRACK ACADEMY

FOR FREE



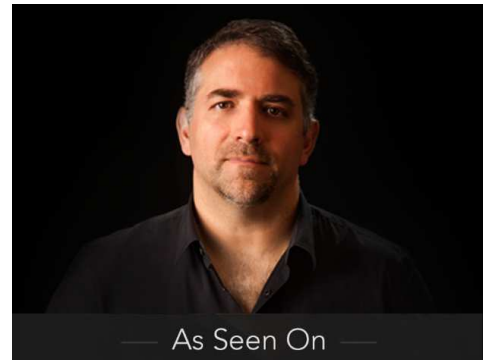
WARRIOR
FAST TRACK ACADEMY

Mike Agugliaro
Business Warrior

About The Author

Mike Agugliaro Business Warrior

For more than two decades, as the co-owner of New Jersey's largest and respected home services company, Gold Medal Service, Mike has played a key role in building Gold Medal's success. In the last 10 years, Mike's business-growing acumen has taken the company from a business making less than \$1 million a year -- to making more than \$28 million a year. Through his varied experiences -- including founder of CEO Warrior, author of "The Secrets of Business Mastery", speaker and publisher of Home ServiceMax magazine -- he's been successful mentoring and creating profitable business models and actionable processes for other businesses, both small and large. His goal is to dig deep and find a company's sweet spot -- through his management, operations, sales, marketing, goal-setting, communication, and personal coaching skills.



BOOK: The Secrets Of Business Mastery: Build Wealth, Freedom and Market Domination For Your Service Business in 12 Months or Less. A chapter-by-chapter collection of best business practices, tools and strategies for service business owners.

BOOK: Secrets of Leadership Mastery: 22 Powerful Keys To Unlock Your Team's Potential and Get Better Results: 22 powerful keys to help you create a culture where you build and lead a hardworking team of superstars, inspire them to give their very best, and generate measurable results.

BOOK: Secrets of Communication Mastery: 18 Laser Focused Tactics To Communicate More Effectively. We all communicate. We can all learn to communicate more effectively. When you do, you'll see instant results in every personal and professional relationship.

BOOK: Timeless Secrets of A Warrior: Discover the most powerful, time-tested Warrior secrets that will propel you toward success by revealing strategies from some of history's greatest minds.

9 PILLARS OF BUSINESS MASTERY Program: Discover the nine most powerful and transformative strategies that are PROVEN to completely transform your business and your life.

MAGAZINE: Home ServiceMax Magazine: Written by and for peers in the residential home service industry, this magazine provides insight into marketing, finance, customer service, and human resources. For more information, and to subscribe, visit <http://homeservicemaxmag.com>

PODCAST: Host of CEO Warrior Podcast Show: Mike's weekly podcast show where he explains the strategies, systems, and secrets he deployed to turn his two-man service company into a \$28 million (and growing) empire. Plus Mike interviews 'A List' guest experts on various topics like Leadership, Business Start Up, Growing Your Business, Stop Over-Paying Your Taxes and much more.

Here's How You Can Attend The 4-Day Warrior Fast Track Academy For FREE...

Are you thinking about attending the 4-Day Warrior Fast Track Academy but you're just not sure if you can afford the financial investment right now? Maybe the money you need to invest in the Warrior Fast Track Academy is needed for some other expense as well.

- You've seen a taste of the event or you've read some of the strategies you'll learn, and you're thinking, "Yes, I want that in my business!"
- You've read the testimonials and case studies and realized that you're missing out...
- You've heard me speak at an event or you've connected with me on social media and you know that I share everything and hold nothing back...
- You're aware of the Million Dollar Guarantee that assures you won't risk a thing when you attend...

... and yet, even while you KNOW this is the right move for you to grow your business, you're still held back by the financial investment.

I get it. I've been there. Before I transformed my business from making less than a million a year to multiple millions each year (on track to make \$32 million this year), I looked at investments like that in the same way - wondering if I could or should spend that much to learn.

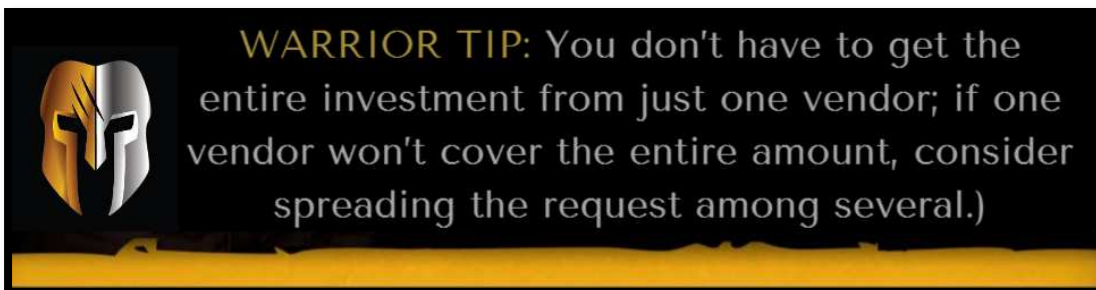
So I want to share with you a very powerful strategy that will allow you to attend 4-day Warrior Fast Track Academy entirely for free (that's right, you won't spend a penny).



I call it “**the Co-op Strategy.**” In our industry, our vendors give co-op dollars to customers like you, and usually those dollars are earmarked for marketing. Most business owners tend to think of co-op dollars only for marketing.

However, some vendors are open to giving co-op dollars for reasons other than strictly for marketing. ***Have you ever thought about breaking the norms of traditional co-op dollars and asking your vendors if they would invest co-op dollars to sponsor you to come to the Warrior Fast Track Academy?***

Think about it: vendor co-op dollars aren’t really just to share the cost of marketing. They’re really to help generate business for you and for the vendor. So when a vendor invests in your growth, they can help generate even more growth over the longer term – because the more successful you are, the more likely you’ll buy more product from them. **They invest... you grow... you both win.** Why wouldn’t your vendor want to invest in that? (And if they don’t want to invest in your growth... how committed are they to your relationship?)



I used this exact strategy 7-8 years ago. I wanted to attend a high-priced, hands-on training event at the Disney Institute. Rather than cutting the check myself, I went to my vendors and told them, “Invest some co-op dollars into my training, I’ll learn to grow my business, and we’ll all benefit in the long-term.” They

invested, and I've since sent them back 1000X more in orders than what they invested in me.

So if the Warrior Fast Track Academy seems like the best next step for you but you're hesitant on investing in yourself, apply this powerful Co-op Strategy to get your vendors to invest in you. **The Co-op Strategy is a powerful way to cover the investment into your growth. Everyone wins when you apply this strategy and it's an excellent indicator to know who is really focused on your growth and success.**

1: Think Outside The Box

I went to my vendors and told them, "You already invest in the growth of my business... when you spend co-op dollars on **marketing**. So invest some co-op dollars into my **training**, I'll learn to grow my business, and we'll all benefit in the long-term."

They invested, I got the training and grew like crazy, and I've since sent the vendors back 1000X more in orders than what they invested in me.

That's why I call this strategy "**The Co-op Strategy.**"

In our industry, vendors give co-op dollars to their customers (like you), and usually those dollars are earmarked for marketing. Most business owners tend to think of co-op dollars only for marketing.

However, did you know that some vendors are open to giving co-op dollars for reasons other than strictly for marketing (when it makes sense for them to do so)?

Have you ever thought about breaking the norms of traditional co-op dollars and asking your vendors if they would invest co-op dollars to sponsor you to come to the Warrior Fast Track Academy?

2: Make it a Win/Win

“Okay, that’s kind of a cool idea... and I’m glad it worked for you, Mike, but why would my vendors do that?”

Here’s my answer...

Vendor co-op dollars aren’t really just to share the cost of marketing. Vendors don’t do it to be “nice guys.”

Co-op dollars serve a strategic purpose that benefits the vendors: They invest co-op dollars in marketing because ultimately it generates more business for you, which, in turn, generates more business for the vendor.

Vendors aren’t really interested in throwing money at marketing; they’re ultimately interested in growing their businesses.

So when you approach a vendor and help them see the importance and value of your growth, and then show them how you’ll grow at the Warrior Fast Track Academy, then you’re accomplishing the same thing...

... you’ll grow and send them more business so they’ll grow.

The more successful you are, the more successful they become. When they invest co-op dollars into sending you to the Warrior Fast Track Academy, **you both win.**

So if the Warrior Fast Track Academy seems like the best next step for you but you’re hesitant on investing in yourself, apply this powerful Co-op Strategy to get your vendors to invest in you.



3: Let Vendors Help You Grow

Your vendors normally share co-op dollars with you for marketing, but some vendors will spend co-op dollars on your **growth**, so ask them to use the co-op dollars to help you grow at my Warrior Fast Track Academy.

I used this strategy years ago to attend training, and some attendees used this same strategy at my last Warrior Fast Track Academy. It works!

It works because vendors ultimately want you to grow so that you send them more business. So instead of growing through marketing, you're growing by attending the Warrior Fast Track Academy and learning powerful strategies that can help your business grow in so many different areas – from marketing to customer service to lead generation and more.

Of course, this strategy only works if you treat your vendors like gold. You need to treat them as central to your business (they are!) and human beings (they are!) and invaluable business partners (they are!)



If you treat your vendors poorly or take them for granted, this will not work.

4: Steps To Put It Into Action



1. Make sure you are crystal-clear on where you're going (the Warrior Fast Track Academy), and WHY.



2. Set a meeting up with your vendors.



3. At the meeting, let them know that you appreciate them.



4. Tell them about a great opportunity to help you grow.



5. Explain why this makes sense: The larger you grow, the more you purchase from them.

When you explain it well to the right vendor, they will understand and support you. After all, people want to join and be part of changing lives, and they'll see how you can grow even more from the Warrior Fast Track Academy than you would from using their co-op dollars just to spend on marketing.

5: Overcoming Objections From Vendors

Maybe you approached a vendor and they said no, or maybe you haven't approached them yet because you're worried about what to do if they say no.

That's okay if they say no. It happens. At least you asked and you planted the seed.

If your vendors say no, then the very next step should be for you to ask yourself the following question:

"Is the vendor truly a partner and supportive of my business' growth?"

If you determine that the vendor **ISN'T** truly a supportive partner then you need to think about finding a different vendor who can help you. After all, if a vendor isn't willing to invest in growth then should you really be partnered with them?



If you determine that the vendor **IS** a supportive partner but (for whatever reason) they still didn't give you the money, then you need to figure out how you

can add even more value to the relationship and prove to them that you are worth the investment. Then try again. A good vendor who is interested in your growth will likely support this kind of growth-investment.

Remember: the co-op dollars they spend on your marketing might result in a growth of “X” in the orders you send your vendor... but co-op dollars spent on your growth at the Warrior Fast Track Academy will result in a growth of “10X” or even “100X” in orders you send your vendor.

It's not unusual for attendees to leave the Warrior Fast Track Academy, implement what they've learned, and grow their business by 25%, 50%, 100%, 200%, or more... would YOUR vendor like additional orders of 25%, 50%, 100%, 200%, or more? They probably would.

Help them see the bigger benefit to them of your business growth...

... or find a vendor who can see the power of a more creative investment.

I've shared this powerful strategy with you, now it's time for you to implement. If you attend a Warrior Fast Track Academy because your vendors covered some or all of the costs, let me know! I always love hearing these success stories over and over.

Every time I hold an event, I love finding out that at least a couple attendees from each event used this strategy to invest in themselves and pay their tuition to the event. Is this the strategy for you to use to be able to attend the next Warrior Fast Track Academy?

Another Solution For Your Struggles



A 4 Day Workshop

- Full disclosure of my tools, strategies, procedures, systems that produce over \$28 M in sales each year.
- The 8 Figure Mindset so that you can accomplish your major milestones.
- Swipe and Deploy Marketing Pieces
- Step by step action plan – THE BLUEPRINT – for your business – to massively grow and dominate the market.

Here's a little bit about what I do in my four-day **Warrior Fast Track Academy**. I give you everything, I'm teaching you how I did over \$28M in sales with the tools strategies, procedures and all that good stuff. We talk about the eight figure mindset so you can accomplish major milestones. Step by step action plans. You leave with a blueprint. I tell everybody, here's the deal. At the end of the last day, you're going to submit to me your blueprint to change the game in your business. If I think it's a wimpy blueprint, guess what I do. You don't leave. I will stay all weekend long. You'll cancel your flight and we don't go home.



A Taste Of What's Covered

- Mapping out your goals and actionable steps
- Accountability Exercises
- Key problems and solving structure
- Marketing Avatar and strategies
- Branding
- Recruiting Marketing
- Employee Marketing
- Marketing New and Existing Clients
- Generating More Leads
- Managing Technicians
- CRS's – inbound and outbound
- Membership Programs and Sales
- Growth Strategies
- Service Center Improvement Programs
- Revenue Management – managing the numbers!
- Building Another Trade Line
- Demographics, Affiliate Programs
- Conversion & sales strategies
- Customer Satisfaction Strategies & Tools
- Service Center Procedures
- Hiring Procedures
- Employee Management
- Employee Evaluation
- Payment Structures
- Sample Company Accountability Foundation

We also do a lot of behind the scenes teaching. What would it be worth for anybody in this industry. I'm giving you a binder with about the most tricked out ninja warrior strategies but not just the strategies in hope you can figure it out. I share how to do it, when to do it, all that stuff. Most people aren't telling you these steps. They're hoping you will figure it out.



Any of you guys that do ever consider coming to my four-day event, here's how it works. You come in the morning, you spend all day with us, I'd feed you dinner, feed you lunch, more snacks, amazing day. That night, 10:00 at night, if you think I didn't give you ten times the return, I will give you all your investment back 100%, on the spot, in cash, no problems, no quibbles, nothing at all, 100%.



STEVEN ADDARIO

2nd Year Warrior

"I was reluctant at first. But Mike said to me, 'You have it in you and I'll show you, or I'll give you all your money back.' " Today, Addario boasts 25 team members and the company is on target to do \$6 million in revenue this year, 50% over where they were last year!



Get off the fence and do it. Believe me when I tell you, you won't be disappointed. You got to be off of your rocker not to check this out...The return was phenomenal. More than 10 times. It's more than 10 times of what I paid already.

JOE COLLINS

*Einstein Plumbing
2nd Year Warrior*

Check it out at www.WarriorFastTrackAcademy.com

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THE SECRETS OF BUSINESS MASTERY: Build Wealth, Freedom & Market Domination For Your Service Business in 12 Months or Less

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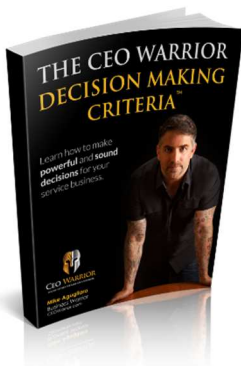


WARRIOR MARKETING CHECKLIST

The 11 essential components to finally break through and start creating marketing that turns more leads into buyers in your service business.

FREE REPORT & CHECKLIST

<https://ceowarrior.com/marketingchecklist>



DECISION MAKING CRITERIA

How to instantly make better, more profitable decisions that grow your business, benefit your employees and customers, and enhance your life.

FREE REPORT & PRINTABLE WORKSHEET

<https://ceowarrior.com/decisionmaking>



5 SECRET GAME CHANGING STRATEGIES

5 key strategies you can start implementing today, without reinventing the wheel, so you can gain the competitive edge in your market for your service business.

FREE E-BOOK

<https://ceowarrior.com/5secretsebook>

CEO WARRIOR CIRCLE:

Discover How You Can Implement The Same Proven Strategies That Turn Service Business Owners Into Millionaires

The CEO Warrior Circle is an exclusive “mastermind” – a tightknit group of likeminded service business owners who have faced the same challenges that you’re facing, who understand EXACTLY what you’re going through, and who have banded together like a brotherhood to help each other get through the challenges and start discovering what real success looks like (the same results that you first dreamed about when you started your service business).



Become a Warrior in your service business!

Email caroline@ceowarrior.com to inquire.