

Tools	Free Membership	Growth Membership	Coaching Membership
<b>Business processes &amp; operations</b>			
Enquiry analysis tracker (EAT)	✓	✓	✓
Leveraging technology worksheet		✓	✓
Production and distribution worksheet		✓	✓
Relationship effectiveness action plan template		✓	✓
Resource requirements worksheet		✓	✓
SIPOC diagram template			✓
The 'Big 5' business processes framework	✓	✓	✓
<b>Finance &amp; cash flow</b>			
Business viability calculator			✓
Claiming tax deductions on your car		✓	✓
Home office deductions calculator		✓	✓
Key financial ratios calculator			✓
Marketing budget forecaster		✓	✓
Monthly cash flow forecaster	✓	✓	✓
Potential revenue calculator	✓	✓	✓
Profit validation worksheet			✓
Revenue generation worksheet		✓	✓
Self-education deduction calculator		✓	✓
Small business benchmarks			✓
Start-up financial projections worksheet		✓	✓
<b>Marketing</b>			
6 Ms promotional strategy tool		✓	✓
Blog editorial calendar template			✓
Buyer persona template	✓	✓	✓
Calculating your ROI for social media		✓	✓
Create a highly targeted list on LinkedIn			✓
Creative design brief		✓	✓
Example customer survey questions		✓	✓
Google AdWords template		✓	✓
Guide to photo and image sizes on social networks	✓	✓	✓
LinkedIn profile builder			✓
Marketing plan template		✓	✓
Net promoter score (NPS) calculator		✓	✓
Networking and marketing with LinkedIn			✓
Press release template			✓
Product pricing worksheet		✓	✓
Research action plan template			✓
Research summary report and presentation framework			✓
Social media content calendar		✓	✓
Start-up marketing worksheet		✓	✓
Strategic networking matrix		✓	✓
Testimonial release form		✓	✓
Website and brochure information template		✓	✓
<b>Recruitment</b>			
Behavioural interview questions			✓
Coaching session templates			✓
Interview template	✓	✓	✓
Interviewing potential salespeople		✓	✓
Quality service action plan		✓	✓
Service level agreement (SLA) template	✓	✓	✓
Step-by-step approach to finding good staff		✓	✓

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The one interview question to include		✓	✓
Write a job advertisement		✓	✓
Write a job description		✓	✓
<b>Sales</b>			
Building relationships in business		✓	✓
Customer relationship management (CRM) template	✓	✓	✓
Individual sales activity planner	✓	✓	✓
Monthly sales activity planner		✓	✓
Past sales trends calculator		✓	✓
Presentation preparation template		✓	✓
Prospect information file template	✓	✓	✓
Reducing sales-induced stress		✓	✓
Sales and profit trend calculator			✓
Sales funnel template	✓	✓	✓
Sales script template			✓
Start-up sales worksheet		✓	✓
<b>Strategy</b>			
Analyse external factors: PESTLE			✓
Analysing new markets: 5 Forces analysis	✓	✓	✓
Business growth scoreboard	✓	✓	✓
Business plan template		✓	✓
Career action plan template		✓	✓
Segmentation approaches	✓	✓	✓
SMART goals template		✓	✓
SWOT analysis template		✓	✓
Team vision information pack			✓