

**YES!
YOU CAN
LEVERAGE THE
NETWORK**

THE POWER OF 'THE GROUP'

Undeniably – the best part of 'The Group', is you connecting with others

– Who are you connecting with today, tomorrow, and Thursday?



**DIFFERENT PEOPLE UNDERSTAND THINGS
DIFFERENTLY**

**SOME SEE THE MAGIC ON THE SURFACE,
AND OTHERS GO DEEPER TO FIND THE
MAGIC WITHIN**



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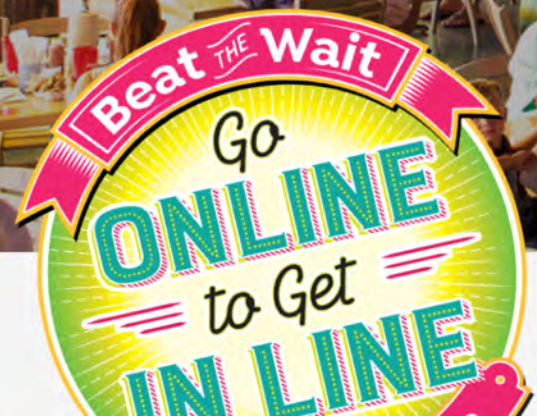
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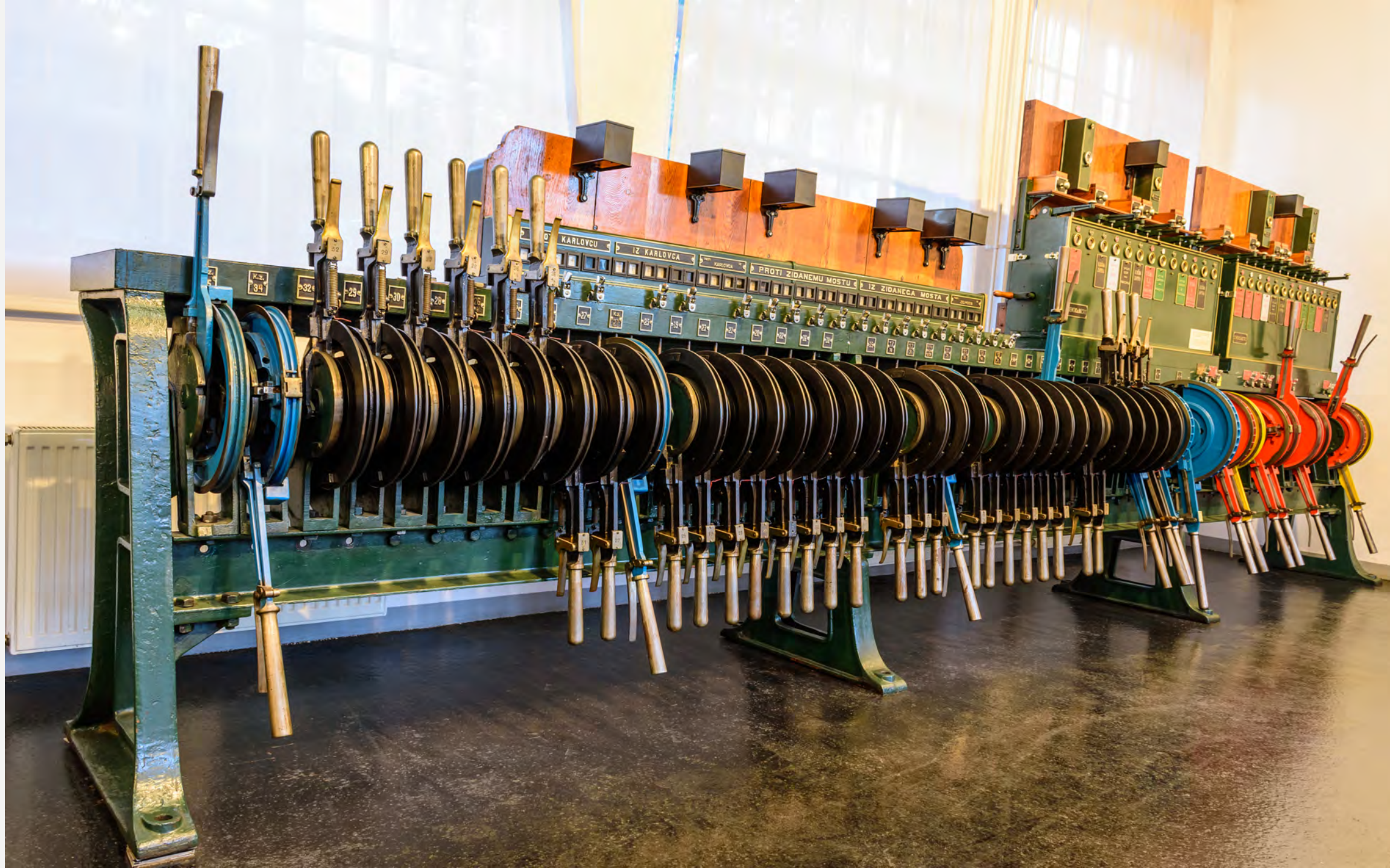
Welcome to LuLu's Destin



A Family Beach Tradition!

Lucy Buffett's LuLu's is all about crazy fun! There are so many different elements that go into the experience- the fabulous food, great service, family friendly environment, fun shopping, a beach for the kids, live music nightly and waterfront ambience- all in a facility designed to give a taste of the authentic Destin LuLu's Lifestyle. Our job is to make it look really easy and to give our customer

Pulling the right levers is not
easy



LEVER #1

Pricing – the most important,
and most often neglected.

And my favorite subject!

LEVER #2

Cost of Goods – lowering it will increase margin dollar contribution

(Pricing is fastest way to do this.)

LEVER #3

Capital – Invested well

(What you need to have, not what is neat to have.)

LEVER #4

Labor – More a fixed cost than variable

(Productivity, before more people.)

LEVER #5

Volume – real, not inflationary
growth

(Less can be more. Can't make up for poor margin with greater volume.)

**THE ULTIMATE
PROFIT LEVEL!**

THE ULTIMATE PROFIT LEVER LEVER #6

Network –

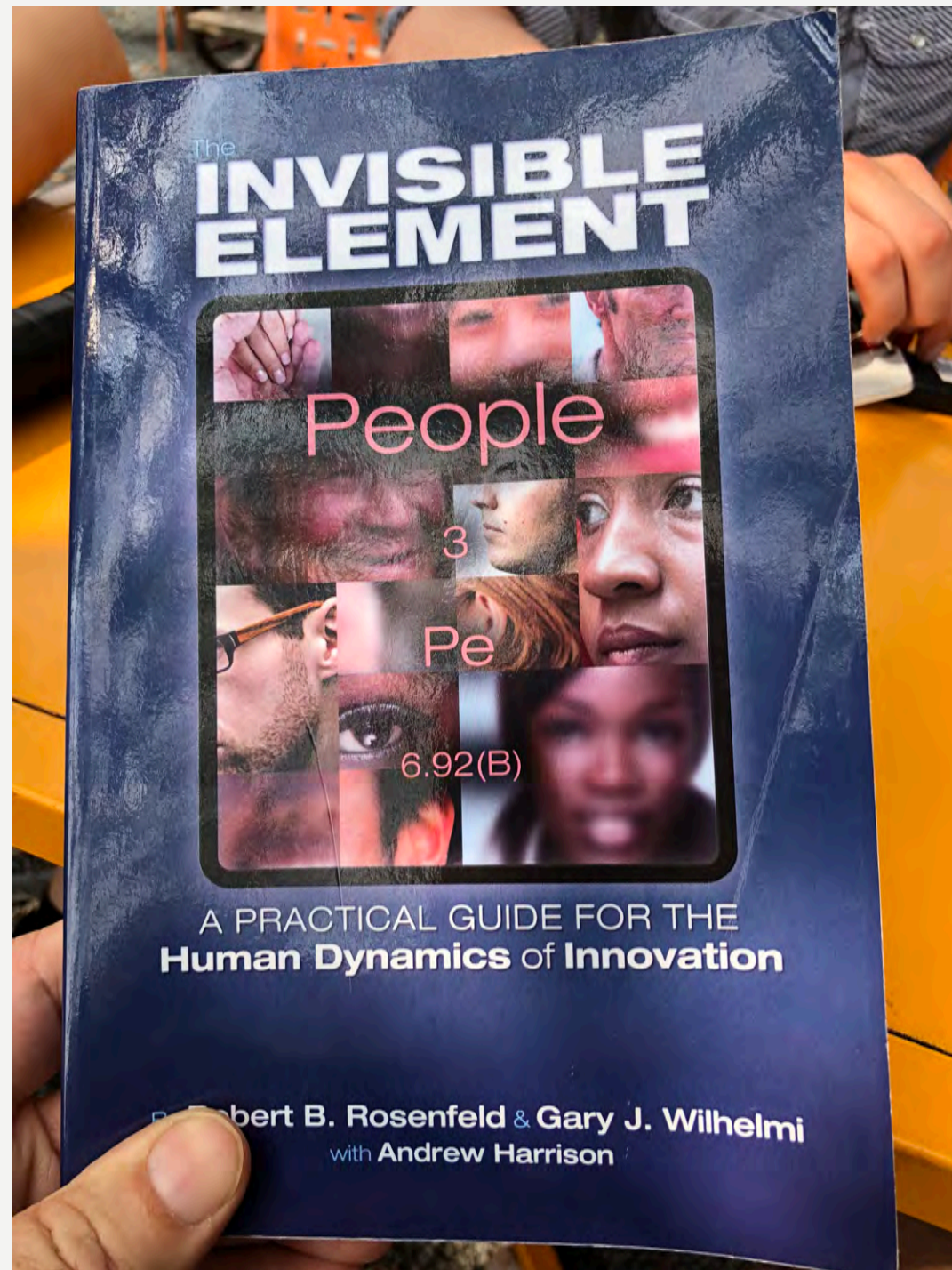
**Teamwork (formal and
informal network) makes your
Dream Work**

**NOW, WE'RE GOING TO ACCELERATE
YOUR...**

**Relationships to the DEEPER
Level**

Just one more layer to start

**IT'S ALWAYS
BEEN PEOPLE**



*“You will be the same person in five years that you are today, except for two things - **the people you meet, and the books you read.**”*

- Charlie “Tremendous” Jones

FIRST THOUGH...

What is different in your life in the past 5 years?

THINK ABOUT IT...

**Who is different in your life,
in the past 5 years?**

Your
comfort
zone



Where the
magic happens



“What if we don’t change at all ...
and something magical just happens?”

ALL CHANGE, COMES THROUGH CHANGE

Everything significant that has happened in your life, could only have happened if there was a change

THINK ABOUT IT

Who are those people you met,
and what are those things you
did, as a result of meeting them.

HOW WILL YOUR WORLD BE DIFFERENT IN FIVE YEARS?

Retirement?

Vendors?

Competition?

Customer expectations?

WILL YOU BE *DIFFERENT ENOUGH* ?

In what ways will you, or your company need to be different in 5 years?

EXERCISE #1

Write down 3 of them, now

EXERCISE #1

Write down 3 ways you can already think of that you or your company will need to be different

ACCELERATE YOUR...

Learning – start right now!

**THE GROUP BRINGS YOU A BUFFET OF
TALENT TO CHOOSE FROM**

TRY SOMEONE NEW!

**TO OPEN THE MIND,
START WITH MOVING THE BODY**

EXERCISE #2

Who is here that you have not yet met?

(New people stay put, others go to the walls)

EXERCISE #3

Each person tell one thing that
makes you uniquely you

EXERCISE #3

Each person tell one thing that makes you uniquely you

SHARE: What do they know, that you need to know MORE ABOUT ?

ACCELERATE YOUR...

Skills – practice what you
learn!

ACCELERATE YOUR...

ACTIONS – a *START* and a
STEP FORWARD create
momentum!

ACCELERATE YOUR...

PROFIT – what you get for
what you do! (Not always, or
just money.)

DEVELOP YOUR...

Relationships

Go DEEP!

Make the follow-up contact

AS USUAL...

It's not what you know, or who you know, or who they know...or even what they know that you don't...

AS USUAL...

*It's what you actually **DO***

IT'S WHAT YOU ACTUALLY DO...

*When will you **DO IT?***

IT'S WHAT YOU ACTUALLY DO...

Who will help you?

IT'S WHAT YOU ACTUALLY DO...

How will you do it?

WHAT WILL YOU DO?

We won't let you off easier

WHAT WILL YOU DO?

*Who is going to keep you
accountable for doing it?*

WHAT WILL YOU DO?

Expand your network –

Right Here

Right Now

WHEN, AND WITH WHOM, WILL YOU HAVE...

- *Dinner tonight?*
- *Breakfast?*
- *Lunch?*

DID YOU MEET SOMEONE NEW?

Can you help them get where they need to be going in 5 years?

*Then you're **TREEMENDOUS!***

KEEP IT REAL

**HELPING PEOPLE GET WHERE THEY NEED
TO BE GOING IN 5 YEARS IS VERY CLOSE
TO HOME...**



QUESTIONS!

GROUP SERVICE PROVIDERS

- If you put the increase into savings and allowed it to accumulate with earnings...
- AND also added the same increase the next year...

(Invest a PORTION, keep the rest.)

GROUP SERVICE PROVIDERS

- Don't Cost
- Help you make MORE profit, than you otherwise would

(Invest a PORTION, keep the rest.)

GROUP SERVICE PROVIDERS

- \$20,000.00. X 10 years =
\$200,000.00, plus earnings...

(Invest a PORTION, keep the rest.)



SORRY

**THIS DOES NOT WORK
RETROACTIVELY**



EXERCISE #3

**HOW MUCH (IN DOLLARS) HAS YOUR
COMPANY BENEFITTED FROM SOMETHING
YOU LEARNED FROM A SERVICE
PROVIDER?**



THANK YOU!

SID RAISCH

YES!
YOU CAN
LEVERAGE THE
NETWORK

SID RAISCH

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