

About: Terry Strom The Business Optimizer

Terry Strom received his MBA from the University of Southern California (USC) and his engineering degree from Cal Poly Pomona. As a Registered Civil Engineer he managed the planning, design, and construction of major engineering projects. He then started his own business, Strom International, an international direct sales company, generating sales both domestically and internationally, requiring him to travel throughout the United States and internationally teaching, training, coaching, and public speaking.

As a public speaker Terry has spoken on stages with Tom Landry, Rudy Rutiger, Charlie "Tremendous" Jones, Oliver North, Wes Bevis, Tim Timmons, and Willie Jollie in front of over 250,000 business professionals. As a writer, he is the coauthor of books with Les Brown, Dr. Denis Waitley, Jim Rohn, Dr. John Gray, Brian Tracy, and Stephen Covey

Terry has been a consultant in the area of business development and sales team building, the Vice President of Sales and Marketing for a Software Development Firm and a Technical Business Consulting Company, and the Vice President of Sales for an international Medical Services firm.

Terry worked with top Fortune 500 sales and marketing consultants, Jay Abraham and Chet Holmes, and through Jay Conrad Levinson became a Certified Guerrilla marketing Coach.

He acquired an E-business certificate from the University of California, Irvine; and after acquiring his real estate license, as a developer, built and sold custom homes in Southern California.

Terry now devotes his full time efforts to his executive coaching and public speaking business. He resides in Temecula, CA with his wife of over 21 years and their four children.

What others are saying about Terry Strom's Business Optimizer 5-Step Coaching Process:

"If you want to take your Business to the Next Level, you need a coach! I highly recommend Terry Strom to you, for he has had a profound impact on my business. Terry is focused, smart, and ready to help you work ON your business, not just IN it. Terry's executive coaching techniques take little time and have profound results. Last year I was able to complete 437 transactions and 141 million dollars of business, this year, **with Terry's help**, we are on track to do over 650 transitions and 250 million dollars in sales."

Brent T. Gove,

2 RE/MAX Agent in California and Hawaii
11 RE/MAX Agent Worldwide

"I have found Terry Strom to be an enthusiastic and motivating speaker, with excellent oratory and motivational skills. He is always well prepared, engaging, and he always "comes across" very well to any audience. He relates well with people, individually and in smaller and larger groups, and always delivers a compelling and memorable message each time he speaks.

It is an honor to recommend Mr. Terry Strom to anyone as a Mentor, Success Coach, and Motivational and Training Speaker."

Ed Johnson, J.D. Attorney

Former Assistant U.S. Attorney, Investment Banker, and Venture Capitalist

Optimizing Your Business for Maximum Profitability



The Business Optimizer

Terry Strom

**The Coach of Executives
and Business Owners**

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5 Step Process

1-Assess

2-Evaluate

3-Plan

4-Execute

5-Complete

Are you ready to move your business to the next level?

- Are you spending TOO much time working “IN” your business tactically and not enough time working “ON” your business strategically to move it to the next level?
- Do you have many great projects in your head that you would like to implement in your business, but they never move from your head to implementation?
- Do you feel frustrated because your business is not where you want it to be and the profit you make does not yet justify your time and capital investment?
- Do you feel that you spend TOO much time running your business and TOO little time running your life?
- Do you feel isolated, alone, and that there are very few people who understand your situation that you can talk too or who can assist you?

The Solution

If you struggle with any of these issues, The Business Optimizer 5-Step Coaching Program can help you move your business to the next level.

- It will increase the effectiveness of your business; therefore allowing you to increase profits, decrease costs, and decrease the time spent on your business.
- This is done by getting you to focus with Terry Strom each week working proactively “ON” your business rather than just “IN” your business.

The Process

You are taken through a 5-Step process covering 18 business modules that are essential to growing and optimizing your business.

The 5 Steps are:

- Goal Setting/Assess
- Evaluation/Prioritize
- Planning
- Execution
- Hold Accountable to Completion

Definition of Optimize

“To make something function at its best or most effective level, or to use something to its best advantage.”

18 Business Modules to be Optimized

1. Target – Goal Setting
2. Marketing
3. Guerrilla Marketing Attack (Terry Strom is a Certified Guerrilla Marketing Coach)
4. Sales Force (inside, outside, or contract)
5. Communications Skills
6. Sales Process
7. Advertising Material
8. Branding
9. Networking and your Network
10. “Stay in Contact” Program
11. Referral Program
12. Testimonial Program
13. Time Management Skills.
14. Standard Operating Procedures
15. Leadership Skills.
16. Personal Growth Process
17. Product Offerings
18. Other Business Operations