

# WELCOME TO THE 2019 ARUBA CHAMBER BUSINESS EVENT

How to thrive your business in a changing economy



How to thrive your business in a changing economy

# INTERNATIONAL KEYNOTE SPEAKER



KAMER VAN KOOPHANDEL  
EN NIJVERHEID ARUBA

## Mr. Carl Gould

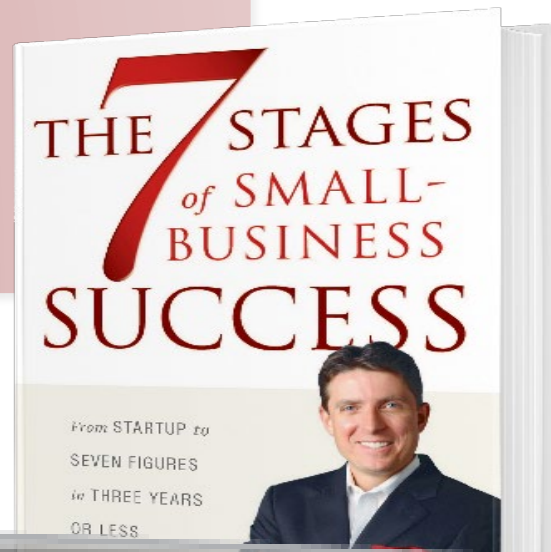
A large number of US dollar bills are shown falling from the top of the frame, creating a sense of motion and abundance. The bills are in various orientations and positions, some overlapping each other.

# 7 STAGES OF BUSINESS GROWTH

27 September 2019

with **Carl Gould**  
**Aruba Chamber of  
Commerce**

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**SPRING – Buy Low**

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A wide-angle photograph of a lush green agricultural field under a dramatic sunset sky. The sun is low on the horizon, casting a golden glow across the sky and the field. The clouds are scattered and catch the light, creating a mix of orange, yellow, and blue. The field in the foreground is filled with rows of young green plants, possibly corn or soybeans, stretching towards the horizon.

# SUMMER – Sweat Equity

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**FALL – Sell High**

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# WINTER – Volatility



**Winter is Upon Us!**

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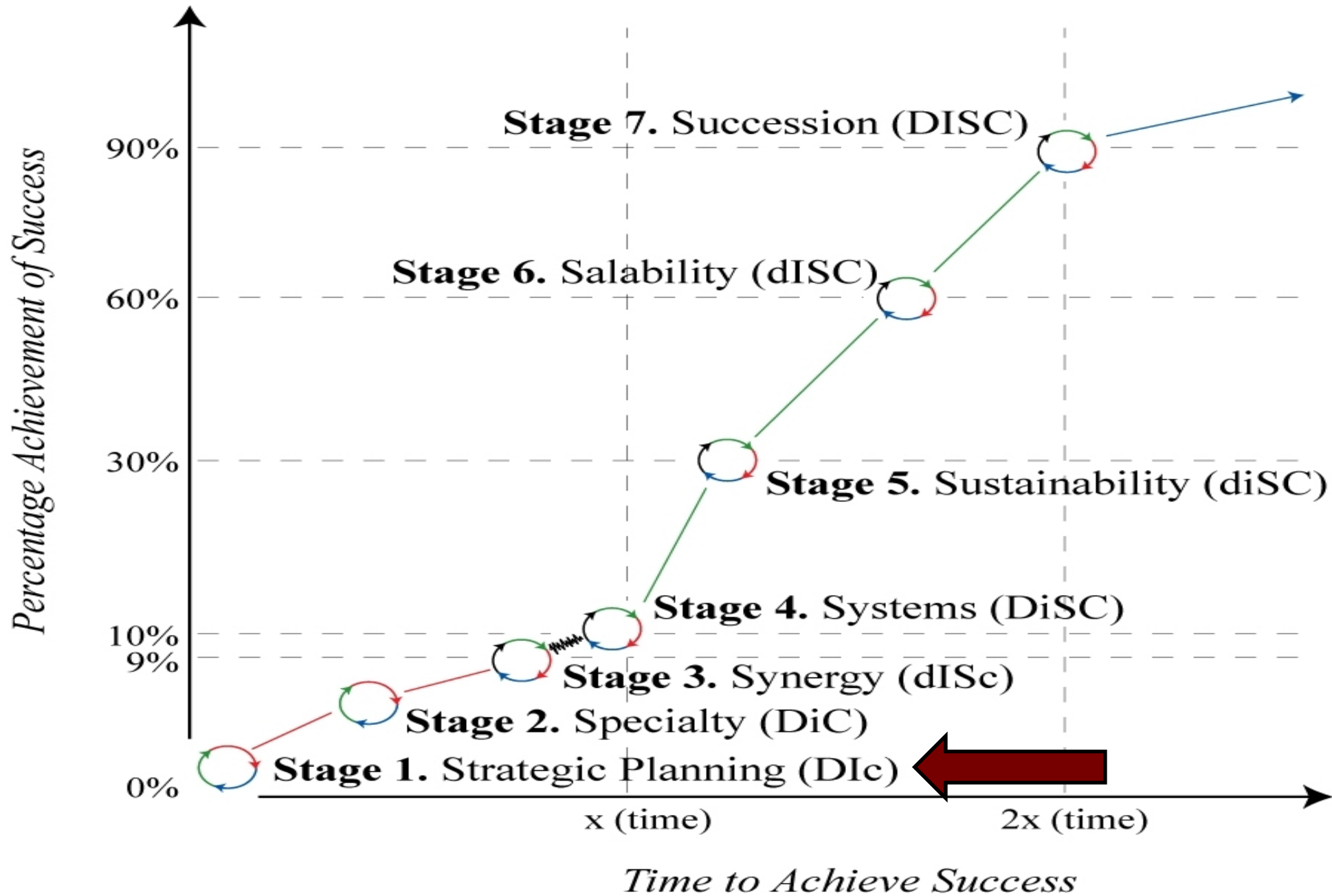
# **Winter** is Upon Us!

## **NEED 3 PRICING STRATEGIES:**

**Up:** Raise Fees

**Down:** Bundling/Clubs

**Sideways:** Free!



# I. The Promise

A black and white photograph of two hands shaking, symbolizing a promise or agreement. The hands are positioned in the center of the frame, with the fingers interlaced. The background is a dark, textured surface.

*Make the promise that no one else in your niche has the guts to make.*

# I. The Promise



5:1 ROI



In-House  
Financing



Risk Reversal



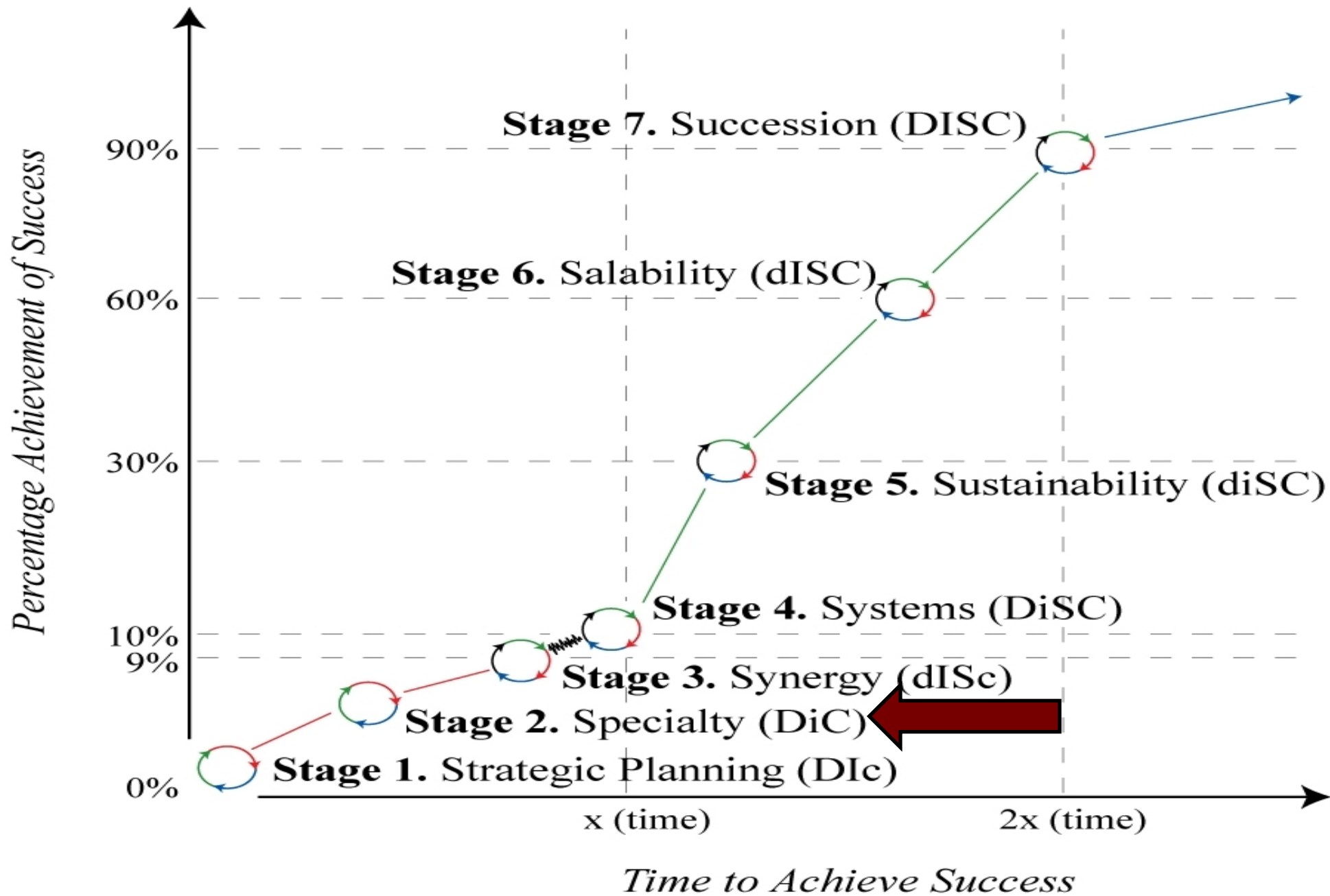
Deliver/Pick-up



Free Shipping



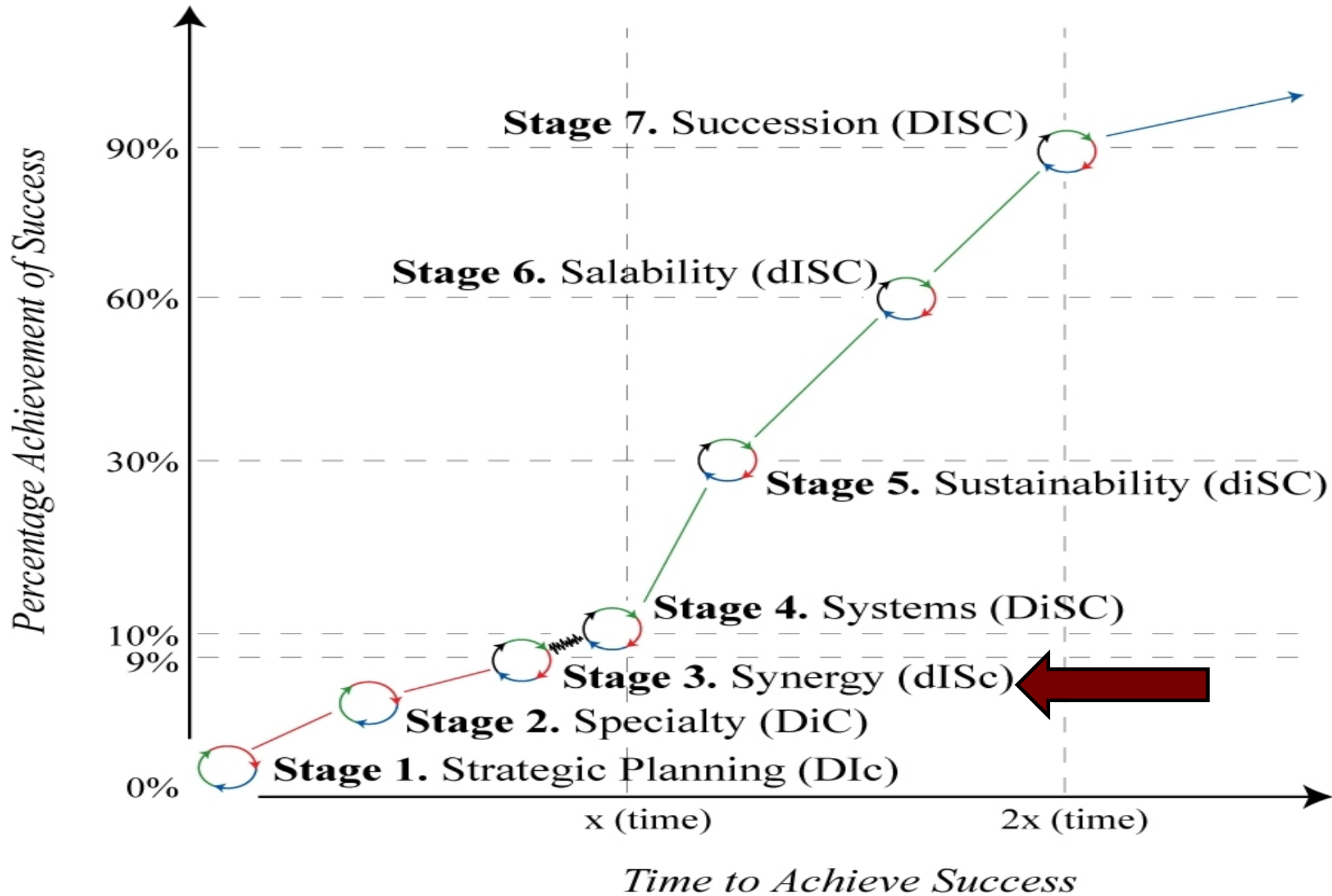
Barter





## 2. Flexible Consumption

**Self-directed  
Smaller Modules  
Bundles (*subscriptions*)**



# 3. Repurpose...NOW

*Freshen your message to meet the times, or watch your customers leave you.*

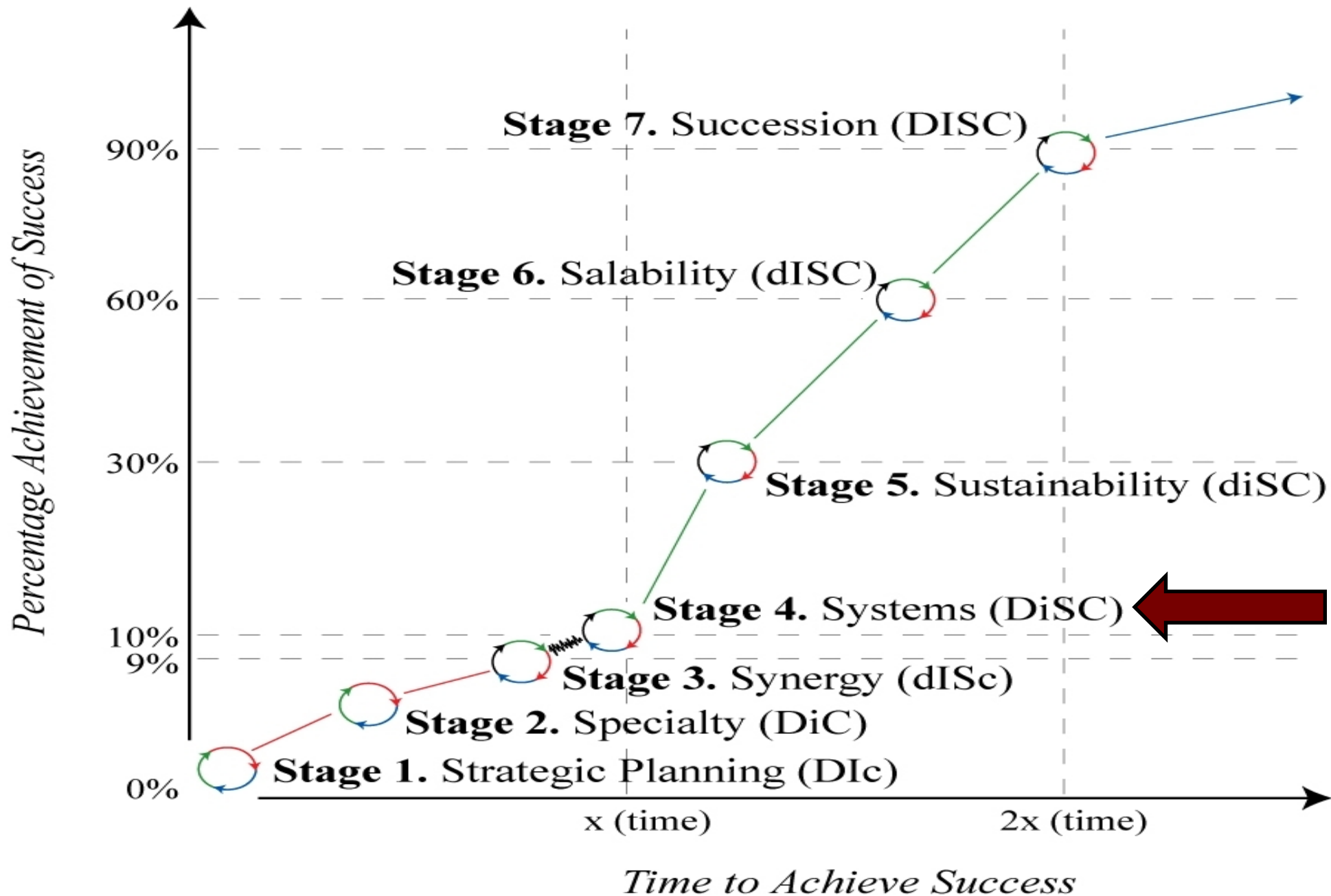


# 3. Repurpose...NOW

**(5) Problems**  
**We Solve.com**

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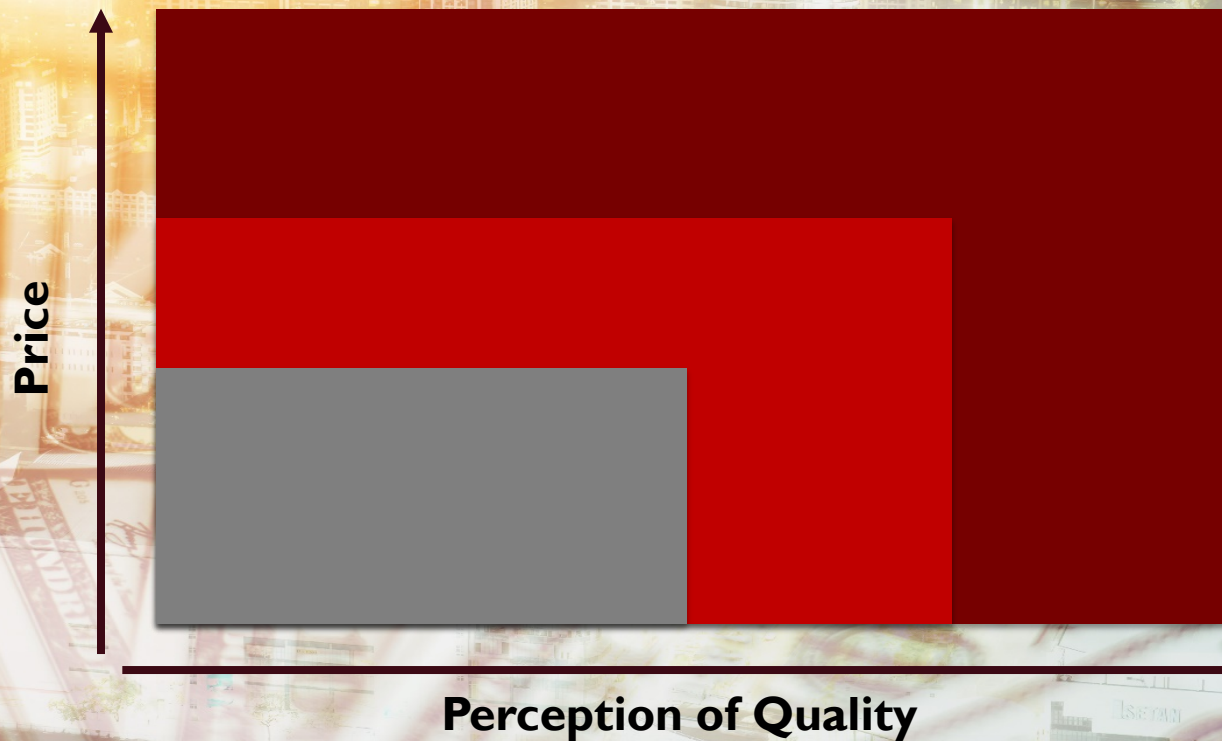
# 4. Increase Your Fees

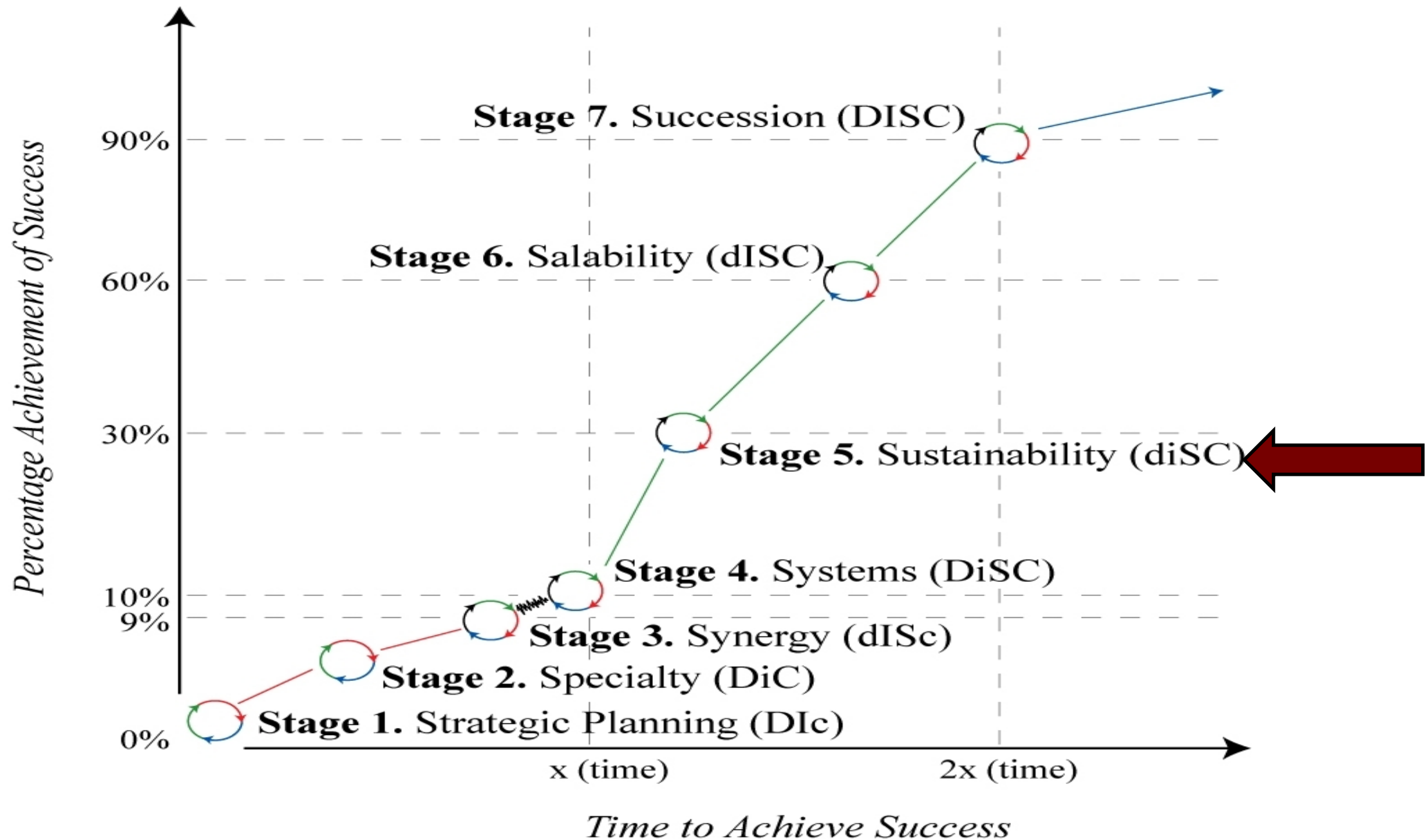
A photograph of a deer with large, dark antlers standing on a road at night. The deer is looking towards the camera with its mouth slightly open. In the foreground, the lower legs and feet of a person wearing black high-heeled shoes are visible, suggesting the person is standing on the road next to the deer. The background is dark and blurry, showing some lights and structures.

**Your Fee = Your Quality**

*Are you competing to be the  
best or the worst?*

# 4. Increase Your Fees

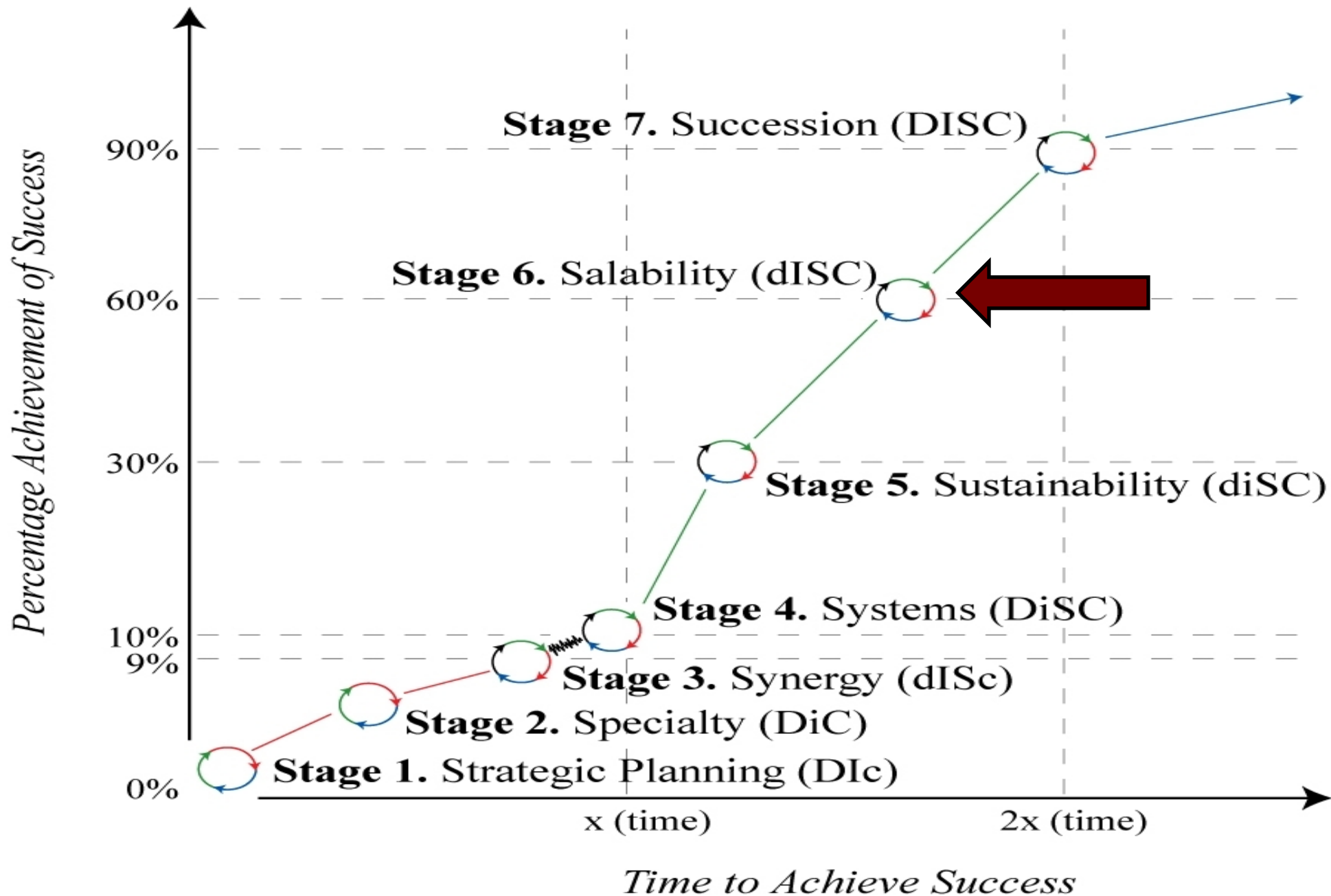


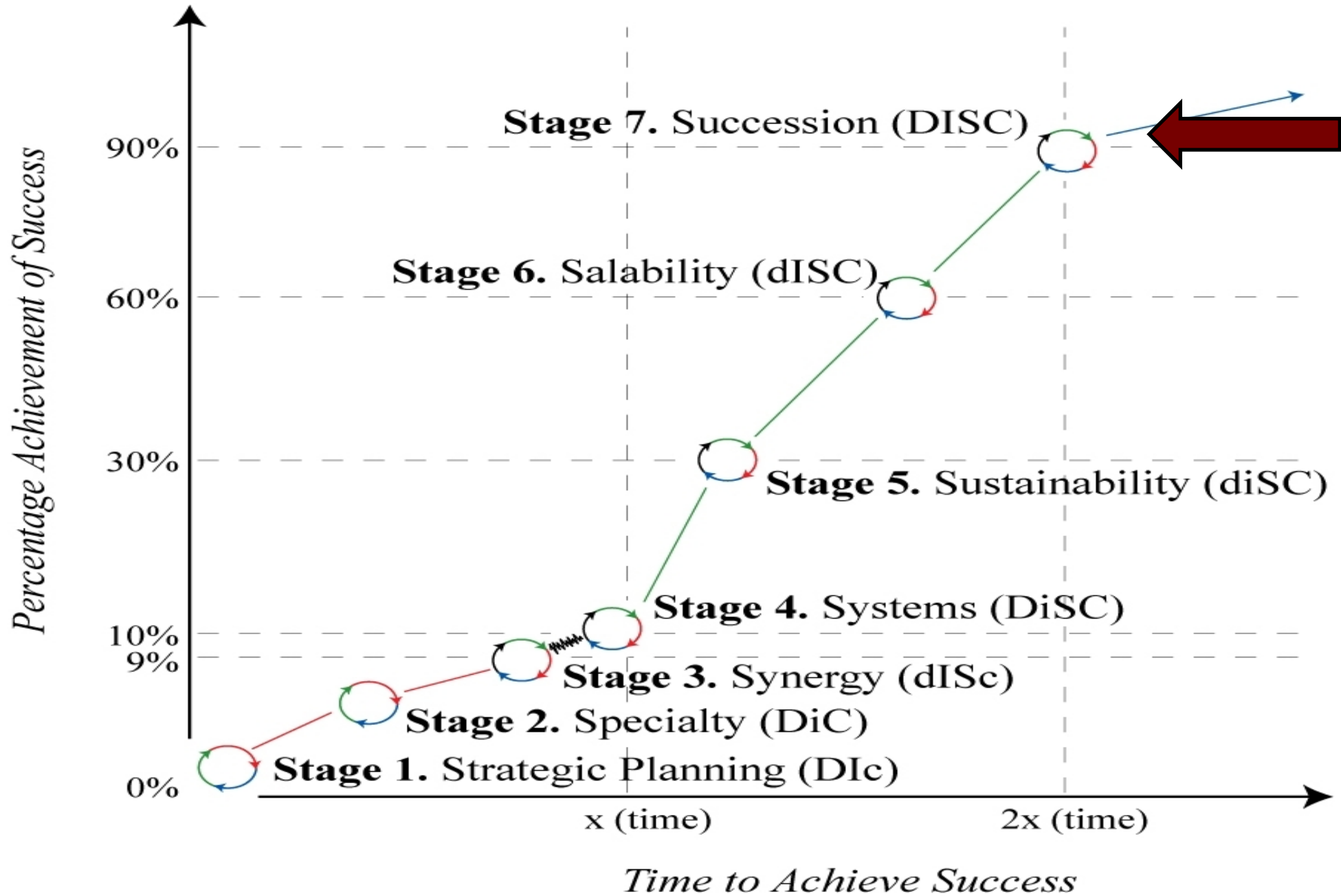


# 5. JV Around Like Customer

*Align with those who provide complementary services to your ideal client.*





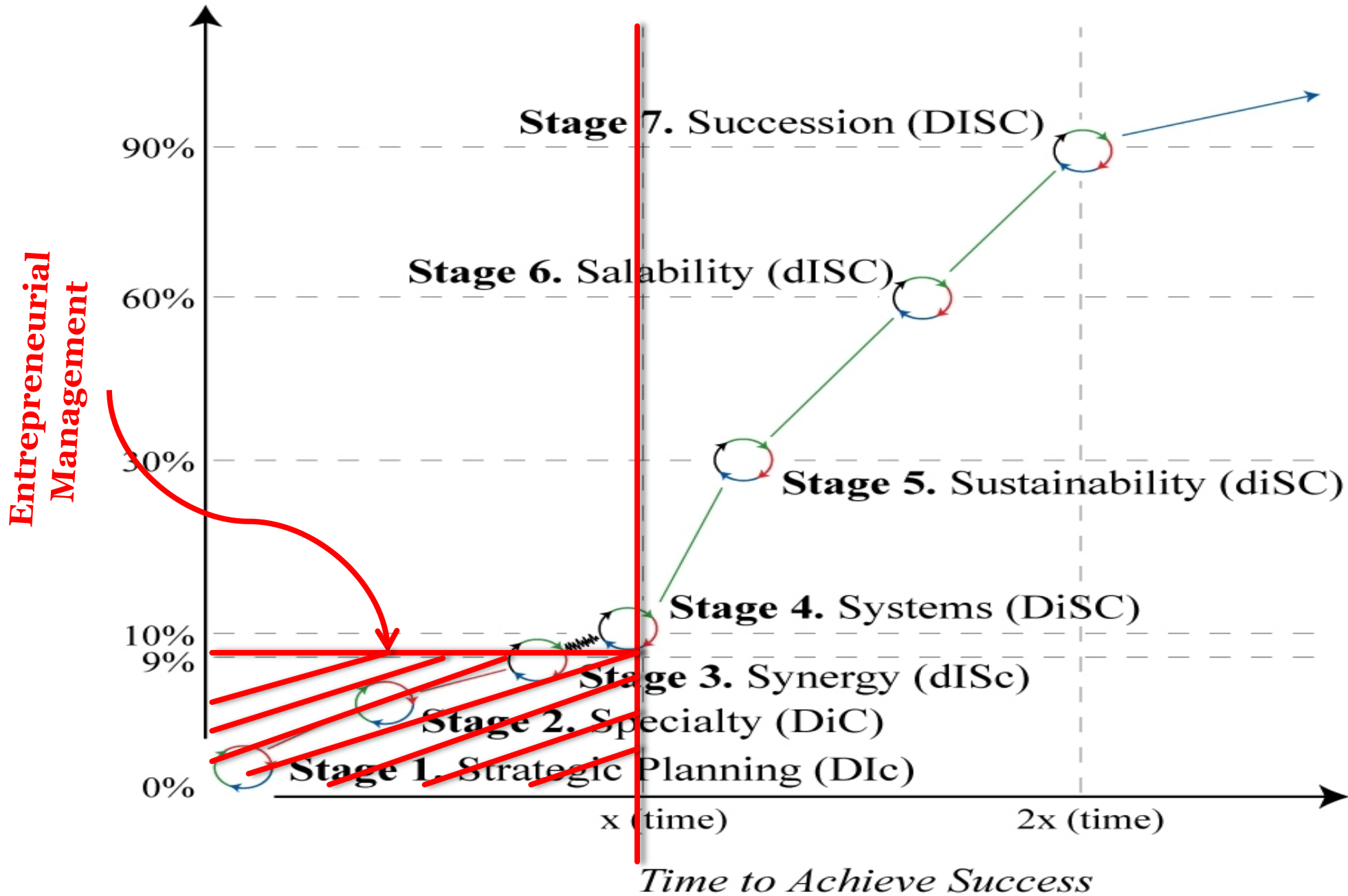


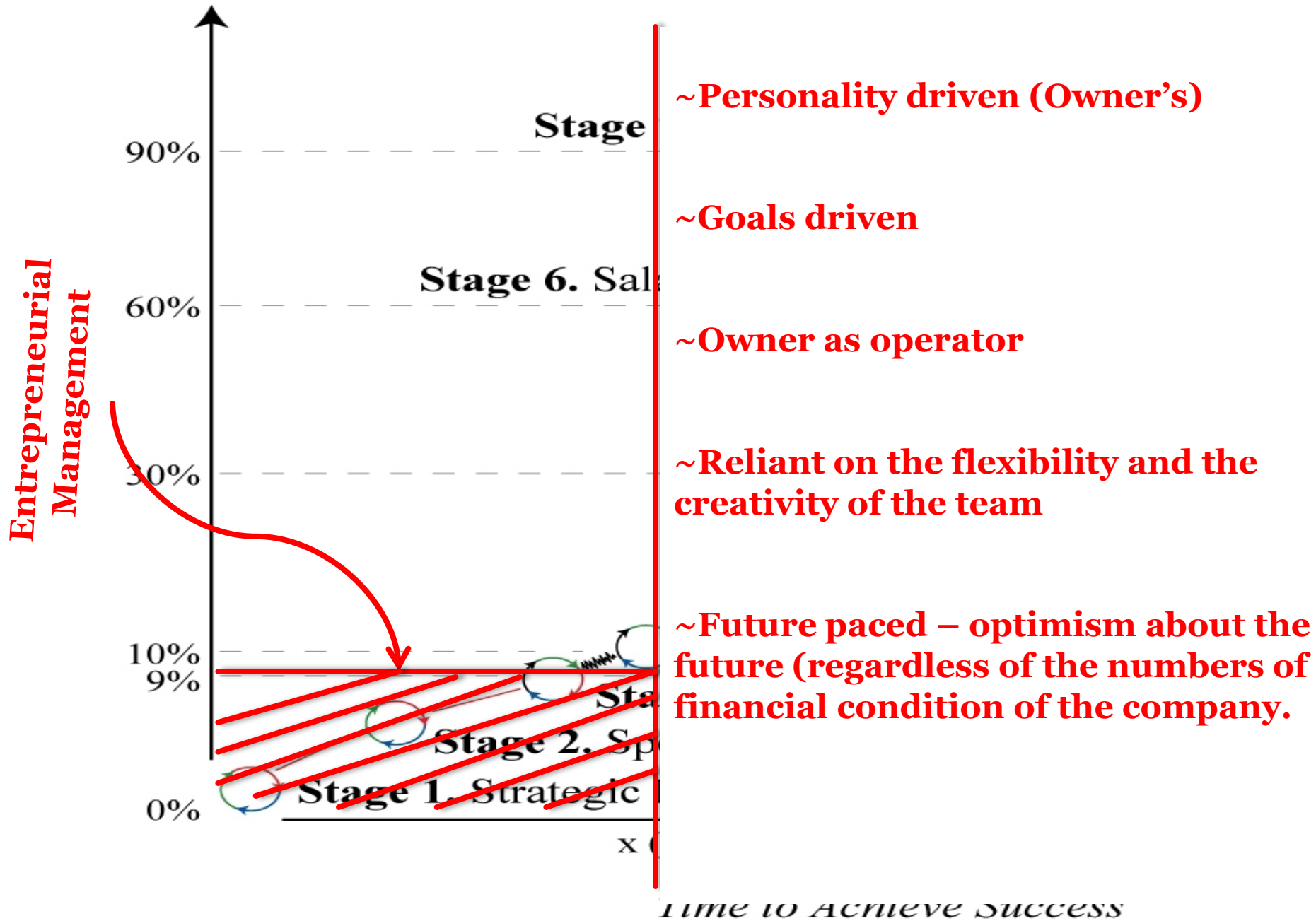


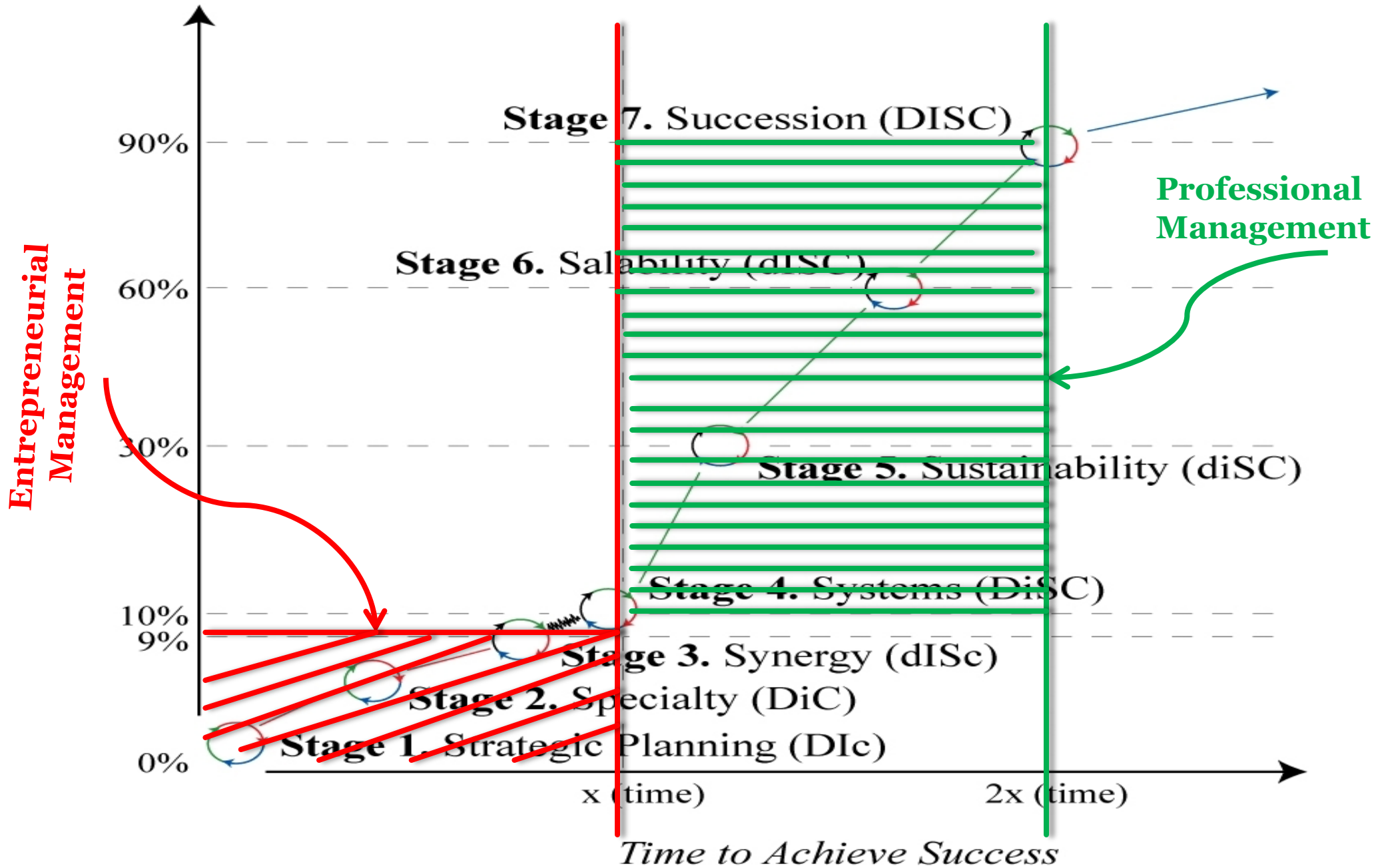


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~Business has developed its own personality (designed by the team)

~Process & Metrics Driven

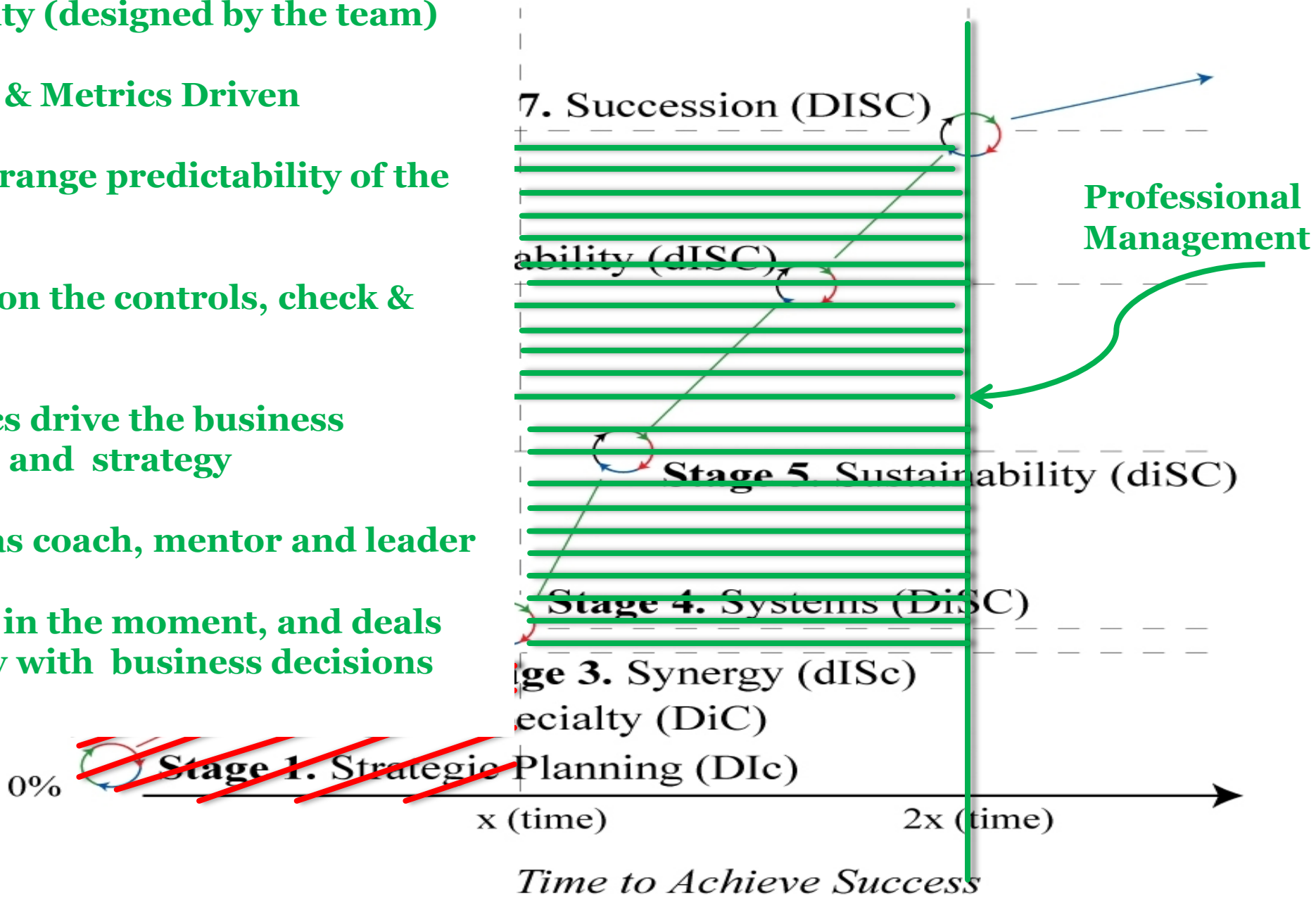
~Longer-range predictability of the future

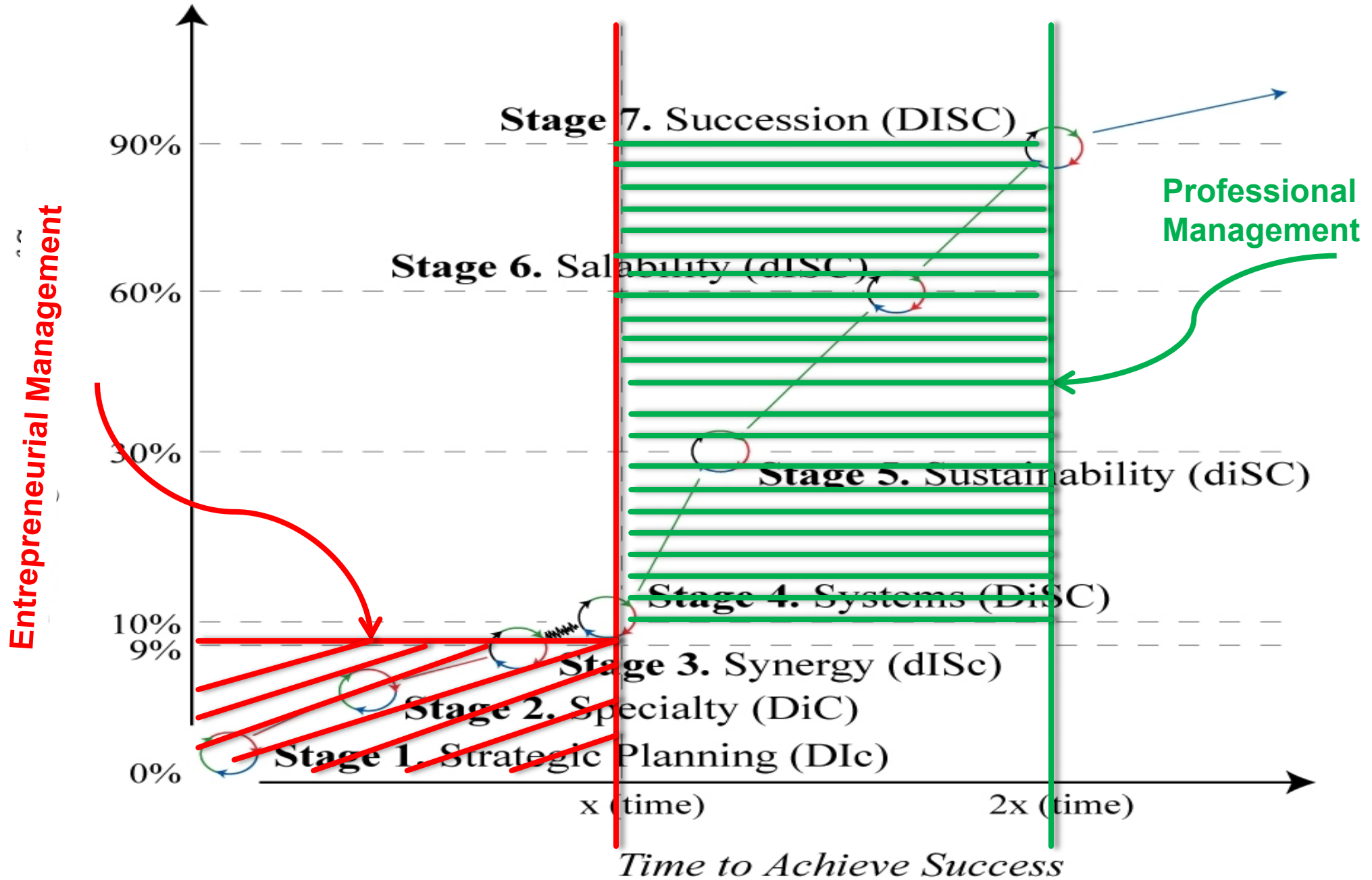
~Reliant on the controls, check & balances

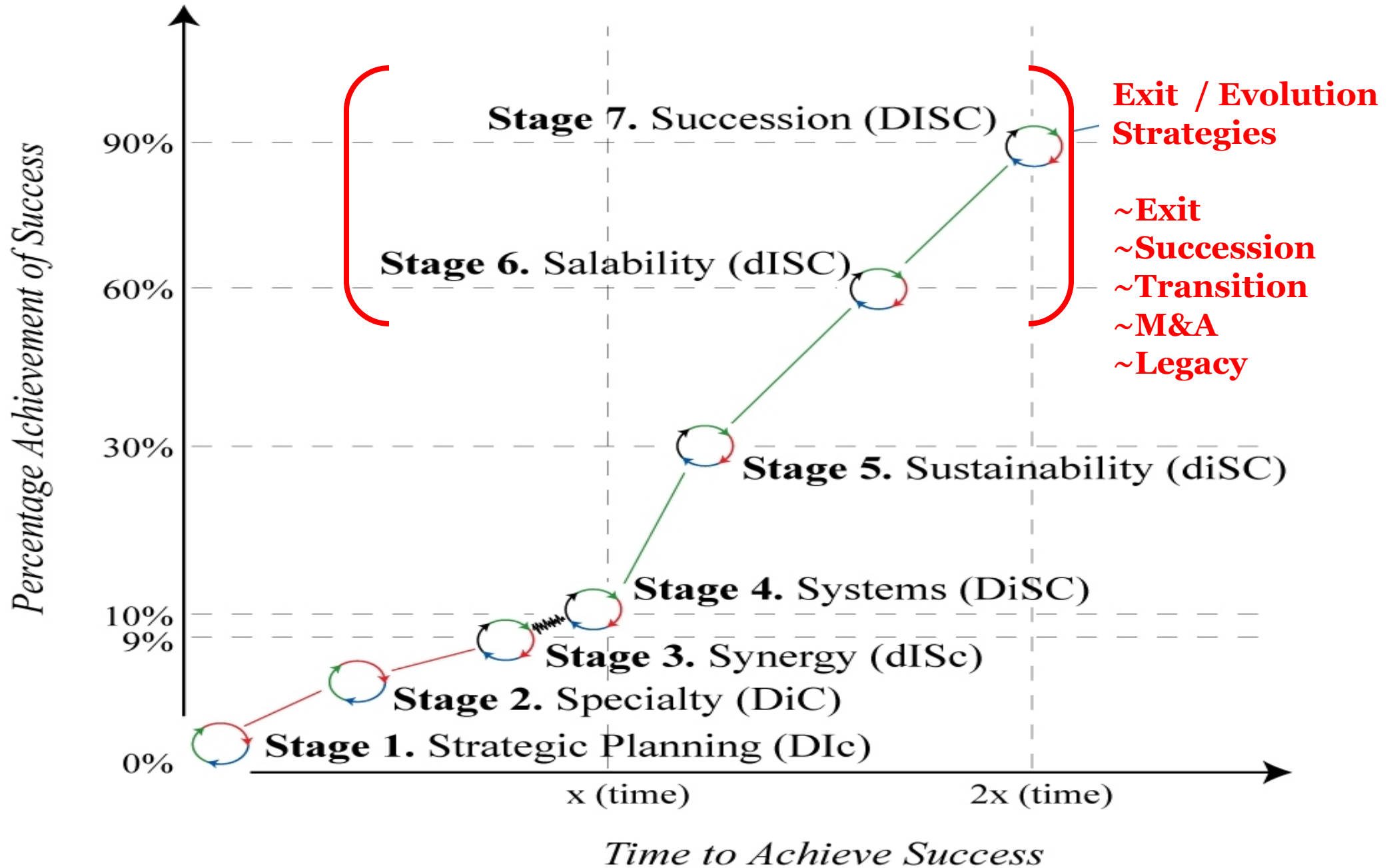
~Analytics drive the business decisions and strategy

~Owner as coach, mentor and leader

~Present in the moment, and deals rationally with business decisions









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# THANK YOU FOR ATTENDING

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