



WELCOME

to our journey...



Welcome to Advantage Business

Family of Advisors, Staff, Associates, Partners and Service Providers

We believe that to serve our clients in the best way possible, we must serve our own people well first, so that they have the chance to be, the best that they can be!

MISSION STATEMENT



To inspire and stimulate
business leaders to be the
best they can be...



CORE VALUES

CO-OPERATION

WORKING ALONGSIDE EACH OTHER TO GET
THE BEST RESULTS FOR EVERYONE

TRUST

REDIBILITY, RELIABILITY, INTIMACY
AND SELF-INTEREST SECOND

WISDOM

SHARING LIFE EXPERIENCE AND
EXERCISING SOUND JUDGEMENT

ACHIEVEMENT

PROFESSIONAL CONSULTING RESULTS
THAT MAKE A DIFFERENCE



Who are we?

A group of uniquely independent professionals that benefit from the collective Brand, prospect pipeline management and access to the pooled resources offered at Advantage Business.

Our Mission

Our key objective is to help business owners be the best they can be - and we want to talk to others who are just as passionate about making that happen. It requires the skilful application of thought leadership, smart business acumen and high levels of empathy for the personal success of others.

How we support you

As part of a collective you have some of the most passionate thought leaders in the country as part of your team, as you set to work.

Reap the benefits of a larger group but retain the freedoms of being self employed!



This is a shared cost model for Independent Business Advisors with individual identity and personal brands, cooperating together under a single national brand.



VALUE PROPOSITION

WHAT DOES LIFE AS AN ADVISOR LOOK LIKE?



- Work a book of business with clients – 6 to 10 clients recommended at any one time
- Create and manage 6 month to 18 month core one-on-one programmes with business owners
- Undertake projects
- Facilitate "one to many" presentations
- Be promoted as a thought leader in your field
- Make business owners be the best they can be

VALUE DRIVER



Association with
the Brand and Peer
recognition of work

- Digital support: Google | Web pages | LinkedIn
- Reference points for peace of mind for clients
- In market activities: Events | Speaking
- Quality Assurance: Accreditation
- Long term client engagements

VALUE DRIVER



Supporting Client
Acquisition

- Support for direct in-market activity to generate inbound interest
- Database research support analysts
- Initial and follow-up prospect engagement
- Needs Analysis skills and support
- Become a recognised thought leader in your region/field

VALUE DRIVER



Supporting
effective client
delivery and long
term retention

- Be inducted into ABL Programme Management Best Practice
- Discover the resources available in the ABL Advisor Tool box
- Learn about the benefits of valuable, repeatable and scalable processes
- Receive efficient client billing support and programme office services
- Benefit from external partnership services

VALUE DRIVER

4

Long term
continuing
professional
development

- Development of core competencies
- Technical competencies - Marketing, HR, Governance, Financial Planning
- Business and commercial acumen competencies
- Behavioural competencies and Emotional Intelligence development
- Opportunities to work in unfamiliar industry sectors

VALUE DRIVER



Invest as a Practice Owner to generate dividends and capital value growth

- Directorships | Advisory Board work
- Build up networks of regional and national associate service providers
- Create and share business development opportunities
- Become a specialist facilitator
- Leverage off international and local networks

WHAT IS EXPECTED OF ME?

- You should really care about the success of others, and how you can make a difference
- Be creative and work hand in hand with your support team to build up lists of qualified prospects
- Be ready to engage with prospects, influencers and your community as a thought leader and trusted Advisor
- Work the ABL programme best practice processes diligently
- Contribute to the group
- Take your role seriously, (but don't take yourself too seriously!)



MEET THE TEAM

Helping businesses around New Zealand

Directors



ROD WAY



MURRAY FULTON



GREG LARSEN



DOMINIC MORAN

Advisors



ANDREW ROSS



JOHN CHASE



NICK CIMINO



JOHN DYER



KENT OLLIVER

Partners



TREVOR CLARK



CRAIG HATTLE



JOANNE CLEGG



CATHERINE SHERWOOD



JONATHAN SWEENEY



JOHN RAFFAELLI

CONTACT US



0508 238 268



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