

*The individual who wants to reach the top in business must appreciate the might and force of habit. He must be quick to break those habits that can break him and hasten to adopt those practices that will become the habits that help him achieve the success he desires. -- J. Paul Getty*

## SECRETS TO BUILDING A HIGHLY PROFITABLE BUSINESS

*Good habits are as addictive as bad habits and much more rewarding.  
A coach will help you create good habits, focusing on your strengths*

Denis Preston B.Comm. (Acctcy. & Marketing) MNLP Dip. PositivePsych.

### HAVING CLEAR DIRECTION IS CRUCIAL

Denis Preston has been through a number of economic downturns. His previous business UNAC was sold to AXA eight years ago. At time of sale, the UNAC Database included 120,000 members and clients and after 20 years, serviced over 12,000 clients and had over \$100 million of Assets and Premiums. Over a 25 year period, UNAC (Underwriters National Association Consultants) expanded to 10 offices, 60 Employees, 30 telemarketers/Client Service Managers and 180 Financial Consultants. Including Accountants, Financial Planners, Lawyers, a Retired Assistant Commissioner from NSW Tax Dept., Insurance Brokers and Agents and qualified Professionals in Association Industries.

Before starting his first business, Denis completed a Double Degree at the University of NSW in Accounting, Economics, Marketing & Psychology and has a Diploma in Positive Psychology.

Previous and current coaching clients include Century 21, Wizard, AMP, Steadfast Insurance Group, Denison Group, Xcellerate IT and over 50 different clients from different industries.

### PROGRESS MEASURED BY RESULTS

Denis Preston shares the strategies and secrets that helped him become so successful, with CEO's and Business Owners in regular coaching sessions. Progress is clearly measured by results.

Synergy strategy is based on unique proven processes which built 43 Synergistic connection network relationships with Associations in Industries such as Construction, Health & Medical (Surgeons, Pharmacy) and Associations such as Sports, Architects, Solicitors, and Engineers.

Synergy adopt principles from "Good to Great" by Jim Collins, covering highly successful US based companies, using "Level 5 Leadership" and "Recruiting the Right People in the Right Roles" as prominent business strategies. ***Jim Collins' team created Packard's Law which states that "no company can consistently grow revenues faster than its ability to get enough of the right people to implement that growth and still become a great company."***

### FIND THE RIGHT PEOPLE FOR ANY INDUSTRY

We have a successful formula which finds the right people from any industry. With 96% accuracy, Peak Potential & Performance on-line Profiling has been used for the past 15 years exclusively for our private clients. It is fast, efficient, cost effective and it is now available for you.

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