

Why do some businesses seem to succeed so easily while others struggle with low cash flow, staff difficulties and high stress for the business owner?

In this one hour CD, you will hear an engaging interview with radio personality **Steve Barker** and business builder, **Rob Salisbury**.

You will learn a proven business model and system that has inspired change in thousands of small to medium sized business owners and transformed the way in which they do business today.

In addition to the model and how it works so easily to bring about change and revenue, you will hear from three business owners who have used this system in the technology, retail and financial services industry with powerful and lasting results.

The CD includes interviews with **Thea Dimitropoulous** (Technology), **Wayne Stevens** (Financial Planner) and **Libby Geen** (Retail Owner)

SOMFAT CD Tracks:

- | | |
|--------------------------|---------------------|
| 1 Introduction | 6 Administration |
| 2 Sales | 7 Technology |
| 3 Operational Excellence | 8 Integration |
| 4 Marketing | 9 Implementation |
| 5 Financials | 10 Closing Comments |



Rob Salisbury www.strategicresources.com.au

Rob's background includes a University Degree in Business and Fortune 500 experience. Since 1985, he has worked full time in the professional development industry and engaged as a certified trainer, speaker and MC for over 1600 various company events in the US, Canada, New Zealand, China, Thailand, Vietnam, Australia and Singapore.

2001-2003 President of the Sydney Chapter, National Speakers Association of Australia, Rob is one of only 500 worldwide speakers to have earned the Certified Speaking Professional (CSP) award, the highest designation in professional speaking.



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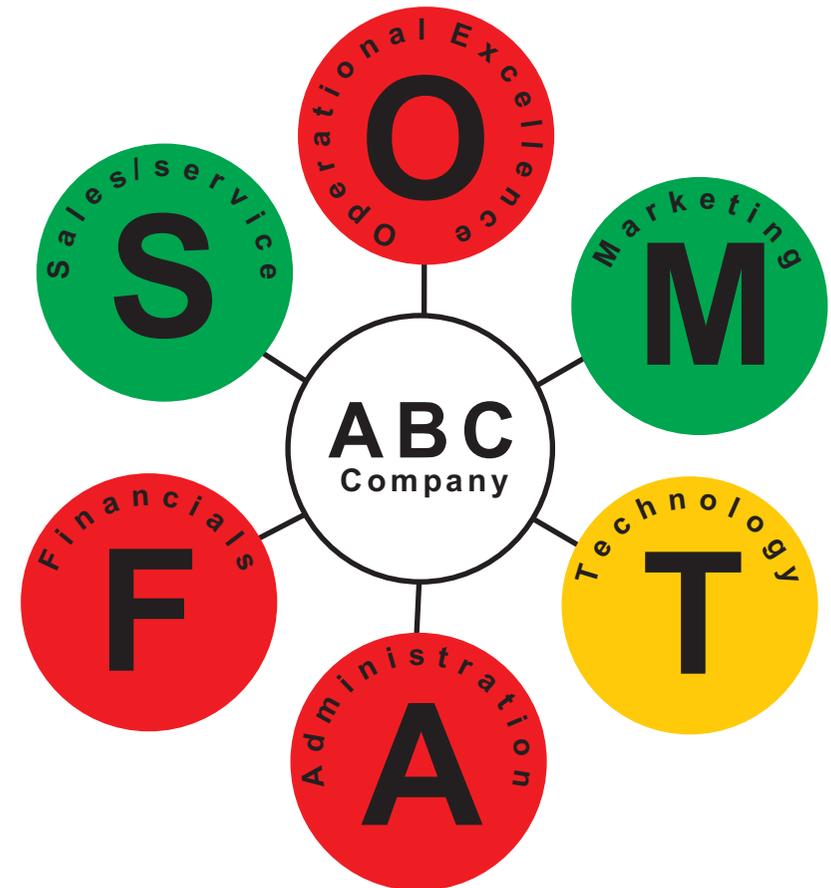
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Why Every Business Needs **SOMFAT** to stay lean, profitable and fun

by author
Rob Salisbury CSP

22 page workbook and 1 hour audio CD included



How Every Business Needs SOMFAT to stay lean, profitable and fun