

# **SELLING ESSENTIALS SHORT COURSE WORKBOOK**

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WITH JACK DELOSA



**THE ENTOURAGE**

# THE 8 STEPS TO SELLING ESSENTIALS

## Introduction

### Welcome to Selling Essentials

Hello Entourage'r and welcome to Selling Essentials!

This is the course that enables you to significantly drive revenue, increase profitability, bring more cash through the door and ultimately scale your business.

For over a decade this very course has been the ultimate favorite for our Members, because these are the strategies that, put simply, make you more money immediately. Last time we ran this workshop live, the Members in the room generated \$2.39 million in sales from leads that they had in their pipeline. These strategies are powerful and when implemented will transform your business forever.

Sales is one of the elements that business owners can struggle with, often believing they lack the confidence required to make more sales, and one day even build a sales team. However, from working with tens of thousands of business owners, I can tell you that it is not confidence in sales that the business owner lacks, it's **structure**.

Once you learn the structure, selling becomes easy and enjoyable. Counterintuitively, the more you develop your sales skills, the less salesy you come across. The best sales people in the world are not the "gift-of-the-gab" type people, but they are **highly trained communicators**.

Sales and communication skills are often seen as magic, a mystical gift that some just have and some just don't. I know from experience that this is **not** true. I have seen the most sales-shy introvert become an impactful leader, a charismatic presenter and a masterful persuader, simply by being given the tools that are contained in The Eight Steps to Selling Essentials.

This training is close to my heart because it's the culmination of three decades of deep study, combined with 20 years in business and over \$40 million invested in generating leads and converting sales. The Eight Steps to Selling Essentials are my way of distilling decades into weeks, to help **you** become a great communicator.

Whether you are just starting out in learning to decode persuasion, or whether you are a professional sales person with decades of experience, within this short-course you will find the fundamental frameworks that will enable you to make much more sales with greater confidence, and significantly accelerate the growth of your business.

Let's get started,

A handwritten signature in black ink that reads "JACK". The signature is stylized with a large, sweeping flourish that extends from the end of the name.

**Jack Delosa**, entrepreneur, investor and founder of The Entourage



# **THE 8 STEPS TO SELLING ESSENTIALS**

**YOUR TAILORED SALES PROCESS**

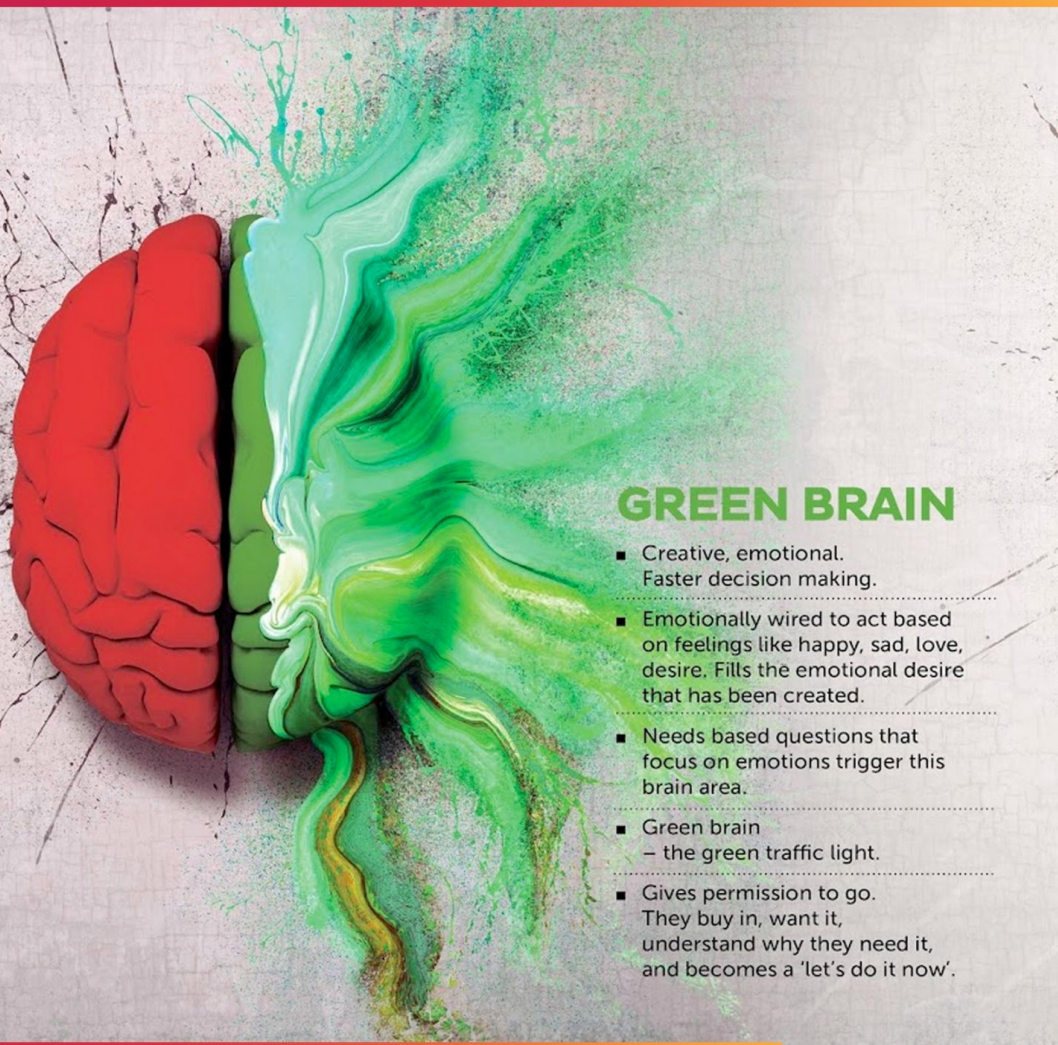
# STEP 1 - POSITION STRATEGIES

## Green Braining Your Sales Process

People make decisions emotionally and then justify their decisions logically

### RED BRAIN

- Logical, analytical, increases procrastination.
- Processes specific features, timeframes, \$'s, detail, method, ins and outs.
- Talking to the brain that comprehends facts, figures, data, product, services.
- Red brain - the red traffic light.
- Slows down: ability to make timely decisions, buy-in of concept, pace of becoming engaged.



### GREEN BRAIN

- Creative, emotional. Faster decision making.
- Emotionally wired to act based on feelings like happy, sad, love, desire. Fills the emotional desire that has been created.
- Needs based questions that focus on emotions trigger this brain area.
- Green brain - the green traffic light.
- Gives permission to go. They buy in, want it, understand why they need it, and becomes a 'let's do it now'.



**STEP 1 - POSITION STRATEGIES**

Green Braining Your Sales Process

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# STEP 1 - POSITION STRATEGIES

## Green Braining Your Sales Process

Red Brain Language	What's wrong with it	Green Brain Language	The Benefit
<p><b>Pay</b></p> <p>"How are you going to pay for that?"</p>	<p>While everyone knows they need to pay for a product or service, it's the part of the process that's the least enjoyable. Sometimes it may make people anxious, or even sting a little.</p>	<p>"How would you like to look after that?"</p> <p>"How would you like to take care of that?"</p> <p>"Easy, now all we need to do is fix it up..."</p>	<p>People love looking after, taking care of, fixing up. It takes the sting out of the payment and enables the prospect to stay in their green brain.</p>
<p><b>Appointment</b></p> <p>"Let's set up an appointment."</p>	<p>Appointments are boring and often painful. You make an appointment to go to the dentist. Please, don't force your prospects to make an 'appointment'.</p>	<p>"Make a time to get together..."</p> <p>"Chat further to make a plan..."</p> <p>"Have a chat and build a roadmap together..."</p>	<p>People cancel appointments, they don't cancel on people. Green braining this step ensures you get a higher show rate and that people are excited to be there.</p>
<p><b>Direct Debit</b></p> <p>"We do a monthly direct debit."</p>	<p>No one loves having a monthly direct debit; it feels heavy and burdensome.</p>	<p>"It's just a monthly rollover that makes it easier on your cash flow. Or you can take care of it upfront and get a saving. Do you want the easy option or the saving?"</p>	<p>It explains the benefit of each option in green brain language. Here, we are making every decision easy to make.</p>
<p><b>Contract</b></p> <p>"I'll need to send you a contract."</p>	<p>Contracts are intimidating and cause people to think about worst case legal scenarios playing out. This is very red brain. In some industries, you will need a contract, but conversationally you can make it less intimidating.</p>	<p>"Once we make a plan we'll be able to sign off on it and get you started."</p> <p>"All we need to do now is take care of a little bit of paperwork..."</p>	<p>The green brain language here softens this step, making it less scary and more inviting. You can still use a contract if and when you need to, but you can frame it conversationally in a way that makes it less intimidating in the psychology of your prospect.</p>
<p><b>Proposal</b></p> <p>"Once we have that appointment, I'll send you a proposal."</p>	<p>A proposal suggests you're proposing something, just like every other company the prospect is talking to. You don't want to propose something, you want to present the plan.</p>	<p>Tailor the name of your document to your avatar and their outcomes:</p> <p>Business coach or accountant: "A Growth and Expansion Strategy"</p> <p>Interior designer: "A Beautiful Home Blueprint"</p> <p>Personal Trainer: "Your Rapid Weight Loss Program."</p>	<p>Never present a proposal. Always label it and language it according to the outcome the prospect is going for.</p> <p>Further, do not ever send your plan to the prospect, you must present your plan to the prospect either face-to-face, digitally, over the phone, or in person.</p>
<p><b>"Submit" button on a website</b></p>	<p>We've been trained that the submit button is the final stage to committing. We need to make it less sterile and more enjoyable.</p>	<p>"I want it!"</p> <p>"Send it to me!"</p> <p>"Give it to me!"</p> <p>"Let's do it"</p>	<p>Green braining your buttons personalises your prospects journey and makes it fun, keeping them in green brain so they enjoy the process.</p>



**STEP 1 - POSITION STRATEGIES**  
Green Braining Your Sales Process

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# STEP 2 - OPENING STRATEGIES

## Reducing Buyers Resistance And Increasing Buyers Acceptance

### Buyers Resistance

### Buyers Acceptance



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# STEP 2 - OPENING STRATEGIES

## Reducing Buyers Resistance And Increasing Buyers Acceptance

### The AGES Model

#### Part 1: A\_\_\_\_\_

The first thing we do is **ACKNOWLEDGE** where they have come from, and we fire what's called a 'memory anchor', which causes them to remember and put front of mind WHY they reached out and why they wanted to have this conversation.

So, let's say for example someone has enquired with your business and booked in to have a chat, to **ACKNOWLEDGE** where they have come from you **start** by saying:

*"I've got a note here in my calendar that we've got a Discovery Session booked in right now that you arranged after you reached out through [lead source], are you ready to roll?"*

If this is somebody that enquired and then spoke with someone on your team to book in for a chat, you could say:

*"I've got a note here in my calendar that we've got a Discovery Session booked in right now that you arranged with [Team Member] after you reached out through [lead source], are you ready to roll?"*

# STEP 2 - OPENING STRATEGIES

## Reducing Buyers Resistance And Increasing Buyers Acceptance

### The AGES Model

#### Part 2: G\_\_\_\_\_

The second step is to **GAUGE** how much they know about you and your business. You do this simple by asking:

*“So I know the best place to start, how much do you know about us, is it just from [lead source / team member] or have you been following us for a bit longer than that?”*

Here if they say they are familiar with your brand, this strengthens your position and credibility in the conversation. If they say they’re not familiar with your brand, it gives you PERMISSION later on to introduce how you can help them.

# STEP 2 - OPENING STRATEGIES

## Reducing Buyers Resistance And Increasing Buyers Acceptance

### The AGES Model

#### Part 3: E\_\_\_\_\_

Next, we then want to **ELICIT: “Why us why now?”**. This is where we elicit their primary need as to why they reached out. This puts them front and center, and positions **THEY’RE** motivation as the driving force behind why you’re having the conversation. And so immediately we’re taking the conversation away from being about the product, which is red brain, and making it about their motivations, which is **green brain**.

We do this simply by asking:

*“And really curious, before we get started, what was it about [insert previous step here: lead source / your chat with team member] that made you want to reach out and have this session? Why us and why is this a ‘now-conversation’ for you?”*

Here you want to identify a specific need. If they answer really broadly and say something like, “Well, it looked like good content”...we haven’t actually elicited a need. As such, if they answer too broadly you want to help them get more specific. Again we do this by **asking the right questions**. Here you would ask:

*“That’s great. And what’s going on for you that makes this a now-conversation? What’s the main problem we should be focused on?”*

*“Great, so that’s why now, what was it about [your company] that made you want to reach out?”*

# STEP 2 - OPENING STRATEGIES

## Reducing Buyers Resistance And Increasing Buyers Acceptance

### The AGES Model

#### Part 4: S

We now move to the fourth part which is to **“Set and frame up.”**

This does three things: Firstly, it shows them they're in safe hands because you have a process that you take people through, and therefore they're not worried about “what's going to happen”. Secondly, it sets the parameters of the conversation which prevents you and them from going off-course. And thirdly, it gives them foresight as to when they will be required to make a decision, this means there's no angst about what's coming and when they're going to be asked to buy, but they can relax because they have foresight of the process.

Turn the page to see how you can do this.

# STEP 2 - OPENING STRATEGIES

## Reducing Buyers Resistance And Increasing Buyers Acceptance

### The AGES Model

Essentially you want to say:

*"I've got a framework I like to use for sessions like this, there's three things I'd like us to do today:*

1. **[THEM]** *The first step is, I'll ask some super simple questions to get a grasp on your [current situation and desired outcome] to make sure I feel we can help.*
2. **[US]** *I'll also share with you, through the lens of our existing customers, a little bit more about us and how we [achieve the results that the prospect wants], just to make sure what we do resonates with you.*
3. **[FIT]** *After that, if I feel like we can't help, I'll let you know politely and try to point you in the direction of someone that can. And if I feel like we can then*
  - *I can walk you through how we can tailor [product / service] to help you achieve that. How does that sound?*  
OR
  - *We'll book in a Roadmap Session which is where we'll dig deeper into your [problems and opportunities] which will help me tailor a specific plan just for you. How does that sound?"*

Now the prospect feels super comfortable that you have a process, they're in the right hands, and that you're going to lead the conversation.

By following the AGES four-step formula, you have hit on all of the psychological marks you need to, in order to have them feeling heard, supported and like they're in the right place. You have now significantly reduced resistance.

## STEP 3 - BUYING STRATEGIES

Eliciting the buying motivators of your prospect



**A** \_\_\_\_\_

**M** \_\_\_\_\_



**T** \_\_\_\_\_

**M** \_\_\_\_\_



- Current State
- Challenges
- Frustrations
- Fears

- Future State
- Goals
- Wants
- Dreams

## STEP 3 - BUYING STRATEGIES

Eliciting the buying motivators of your prospect

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# STEP 3 - BUYING STRATEGIES

## Eliciting the buying motivators of your prospect

Let's imagine an interior design business that helps families improve the look and feel of their home.

This table unearths the likely Away-From Motivators, and corresponding Toward Motivators, of their prospect:

Away From Motivators	Toward Motivators
I don't want our home to feel cold and impersonal	I want our home to feel like a sanctuary
The thought of designing or styling our home feels really overwhelming. I don't even know where I'd start	Having someone who knows what they're doing to hold our hand through the process and help us make the right decisions would be so empowering
I don't want to spend days and days sorting through catalogs and spending money on things that I'm not even sure are going to be right	I'd love to have someone who really listens to what we love and can turn our vision into reality, making it easy and fun
I don't want to be embarrassed when my friends and family visit	I want to be proud when touring people through our home, and when we entertain for family and friends
I don't want our house to be like everyone else's	I want our home to be a beautiful representation of who we are as a family
My biggest fear is that our family feels disconnected from each other	My deepest hope is that our family feel connected to each other and we have a beautiful home where we can create magical moments together

Notice that these motivators are not a list of product features, but a summary of what's going on in the heart and mind of the *prospect*.



## STEP 3 - BUYING STRATEGIES

Eliciting the buying motivators of your prospect

AWAY FROM MOTIVATORS	TOWARDS MOTIVATORS

## STEP 3 - BUYING STRATEGIES

Eliciting the buying motivators of your prospect

### Your Perfect Prospect Sequence

#### STEP 1:

What does your prospect \_\_\_\_\_ to become the perfect prospect?

#### STEP 2:

What \_\_\_\_\_ do I have to ask to have them say this?

#### STEP 3:

A \_\_\_\_\_.

# STEP 3 - BUYING STRATEGIES

Eliciting the buying motivators of your prospect

## The 5Ws & H

1. \_\_\_\_\_  
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2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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## STEP 3 - BUYING STRATEGIES

Eliciting the buying motivators of your prospect

### The 5Ws & H

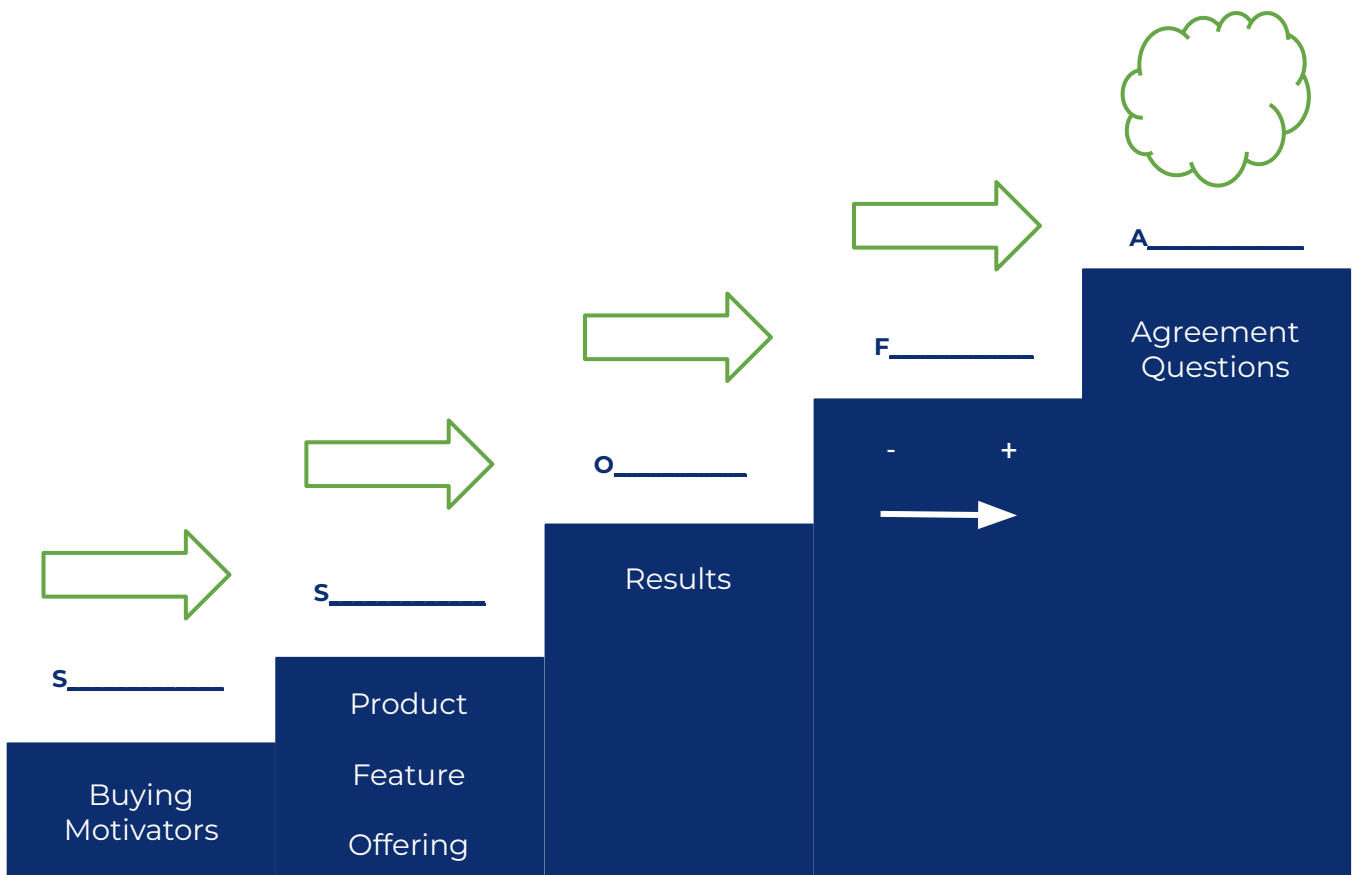
4. \_\_\_\_\_  
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5. \_\_\_\_\_  
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6. \_\_\_\_\_  
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# STEP 4 - SOLUTION STRATEGIES

How to present any solution using SSOFA



## STEP 4 - SOLUTION STRATEGIES

How to present any solution using SSOFA

**Choose a specific Solution e.g. A product or feature (this become “Solution” below**

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**What problem does this solution solve? Choose a specific Buying Motivator of your customer. This is what you’ll start with under “Scenario” below**

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**Now create a S.S.O.F.A for this Buying Motivator and Solution**

**Scenario:** \_\_\_\_\_

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**Solution:** \_\_\_\_\_

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**Outcome:** \_\_\_\_\_

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**Feeling:** \_\_\_\_\_

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**Agreement:** \_\_\_\_\_

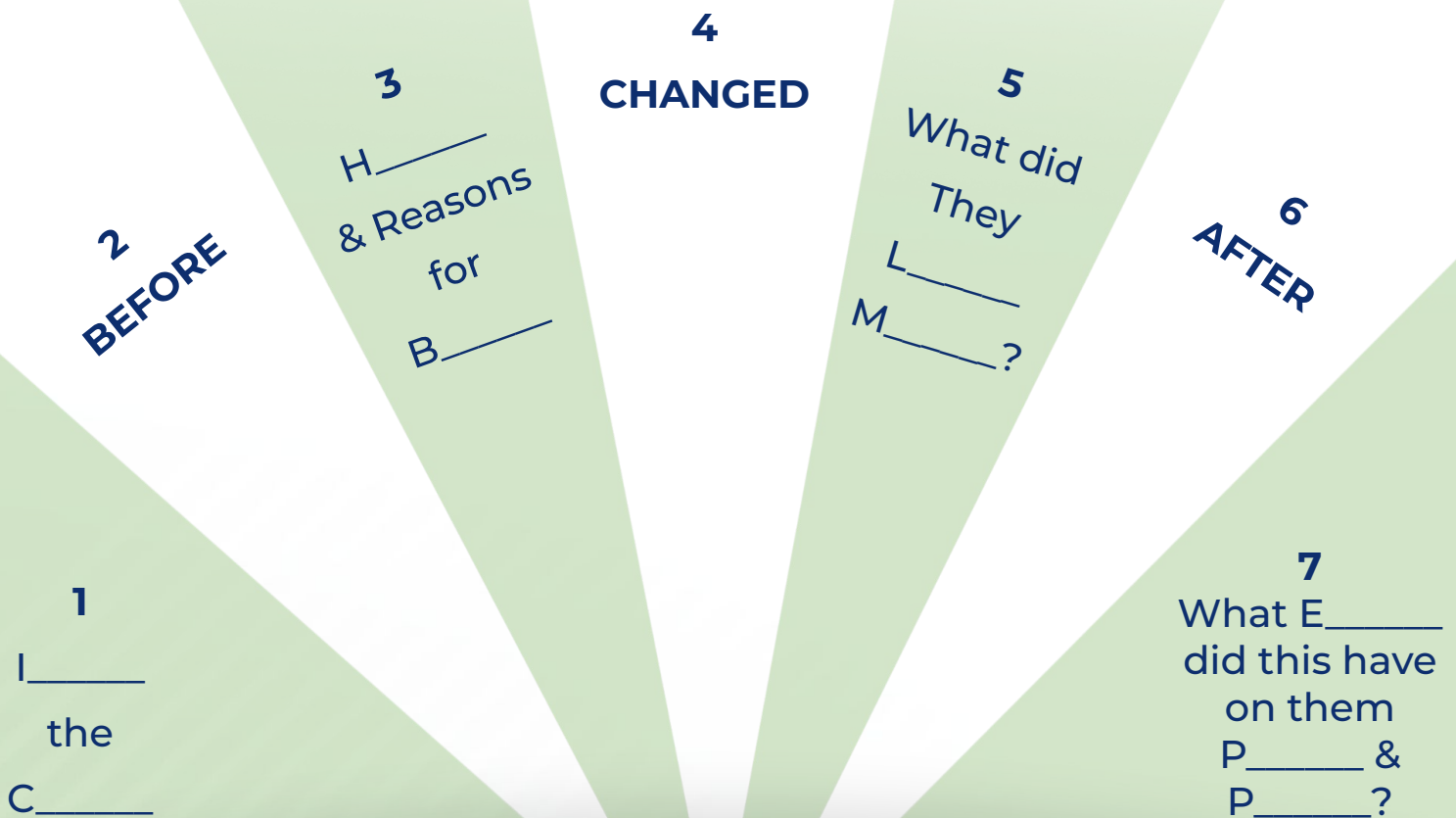


# STEP 5 - OBJECTION STRATEGIES

How to eliminate and prevent objections

## 1. "It's not for me."

### CASE STUDY





# STEP 5 - OBJECTION STRATEGIES

How to eliminate and prevent objections

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# STEP 5 - OBJECTION STRATEGIES

## How to eliminate and prevent objections

### 2. “I need to think about it.”

#### TIME FRAME ELIMINATOR

You’re already doing three things in the **5Ws and H** under Step Three: **Buying Strategies**, to prevent this objection from coming up, but let me give you a further Strategic Model to embed into 5Ws and H, to help you overcome the “I need to think about” objection from arising further downstream:

1. **How long have you been thinking about this / How long have you been feeling this way?**

(This is Question Four from 5Ws and H)

Prospect Response: “About six months.”

2. **OPEN QUESTION:**

3. **CLOSED QUESTION:**

4. **STATEMENT:**

# STEP 5 - OBJECTION STRATEGIES

How to eliminate and prevent objections

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# STEP 5 - OBJECTION STRATEGIES

## How to eliminate and prevent objections

### 3. Money objections

#### STRETCH THE GAP 3-STEP MODEL

Everybody knows the cost of doing something, almost no one understands the cost of NOT doing something. I call this, the Cost of Inaction. Our job as influencers is to get the prospect to understand that the cost of NOT taking action is FAR greater than the cost of taking action.

**Quantify the gap between where they want to be and where they are now**

1. And if we imagine one year into the future... Where do you want your [insert topic here: health & fitness, property portfolio, home interior, business, website, marketing] to be a year from now?
2. And where are we today, what's the starting point?
3. "Ok great, so just to summarise, we're currently [here] and we want to be [there]? So this is a [GAP] conversation right now? Wow. I can see why you reached out."

What we want to do here is quantify the dollar amount cost, or value cost, of NOT having your solution.

Turn the page for some examples of Step 3.

# STEP 5 - OBJECTION STRATEGIES

## How to eliminate and prevent objections

### 3. Money objections

#### STRETCH THE GAP - EXAMPLES

**Health:** Ok great, so just to summarise we're currently at 90kg's and we want to be at 75kg's... So this is a 15kg conversation right now? Wow. I can see why you reached out.

**Solar Panels:** Ok great, so just to summarise we're currently spending \$1,000 a quarter on electricity... So this is a \$4,000-a-year conversation right now? Wow. I can see why you reached out.

**Boat Sales:** Ok great, so right now you're not spending much time with the family, and you want to be able to duck away for overnight trips or weekends once a month... So this is a vehicle to spend more quality time with the ones you love each and every month? Wow. I can see why you reached out.

**Accounting:** Ok great, so just to summarise we are currently generating \$2mil in revenue at 10% NPBT and we want to extend that to 25% ... So this is a \$300,000-a-year conversation right now? Wow. I can see why you reached out.

**Home Builder:** Ok great, so just to summarise we need to move into the property by the 17th or we will have to double up on our monthly mortgage payment which is \$4K. So if the project runs over by a couple of months this is a \$8K in out of pocket expense conversation right now? Wow. I can see why you reached out.

**Website Development / Online Marketing:** Ok great, so just to summarise we're currently converting 6% of our traffic to leads and doing \$2.4m a year, and we want to be at 12% that will enable you to do about \$4.5m a year... So this is a \$2.1m conversation right now? Great, and I think that'll just be a starting point, won't it? Wow. I can see why you reached out.

**Technology Implementation:** Ok great, so just to summarise, we're currently employing 3 people for a total \$260,000 per annum to do the work that the technology and processes will be able to do instead.... So this is a \$260,000 conversation right now? Great, and I think that'll just lay the foundation for future scale, won't it? Wow. I can see why you reached out.

**Property investment:** Ok great, so just to summarise we currently have one property, and we want to be at three properties in three years and each property makes about \$90,000 a year... So this is a \$180,000-a-year conversation right now? Great, and I think that'll just be a starting point, won't it? Wow. I can see why you reached out.

**Business Coach:** Ok great, so just to summarise we're currently doing \$3.2m and we want to be doing \$5m... So this is a \$1.8m conversation right now? Wow. I can see why you reached out.

**Question:** How can you best quantify the dollar amount, or value, of NOT having your solution?

# STEP 5 - OBJECTION STRATEGIES

How to eliminate and prevent objections

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# STEP 5 - OBJECTION STRATEGIES

## How to eliminate and prevent objections

### 4. “I need to speak to my [other decision maker].”

#### DECISION MAKER FRAME

Elicit decision makers when you're setting up the session, so you ensure all decision makers are going to be there.

**There's two steps to doing this...**

#### 1. During the qualifier call or confirmation call, elicit other decision makers:

*“Who else is involved in helping you make decisions around the [direction of the business / design of the home / build of your website]? If we're going to make a plan, who else needs to be there in order for you to sign off on the plan so that you're ready to just roll with it?”*

*[Response]*

*Got it. Well it sounds like you guys are in this together, is that right?”*

#### 2. At the end of the qualifier call or confirmation call, when it comes time to booking in the session, include other decision makers in the booking:

1. *I'm just opening up my calendar, have you got yours there?*
2. *OK, this afternoon at [time] or tomorrow at [time], looks good which suits you?*
3. *As I said, this [Name of Session] will go for anywhere between 60-90 minutes, so let's set aside 90 minutes and we'll use zoom so I can screen share with you, does that set up work for you?*
4. ***And this time works well for [other decision maker] also?***
5. ***Great, and what's their email so I can add it to the calendar invite?***
6. *I've just sent you **both** a calendar link, just accept that now. [Have them accept the calendar invite while they're on the phone]*

# STEP 5 - OBJECTION STRATEGIES

## How to eliminate and prevent objections

Common Challenge	Strategic Model	Embedded into Sequence
"It's not for me."	CASE STUDY	Solution Strategies. The "O" in SSOFA is a perfect place to put a case study.
"I need to think about it."	TIME FRAME ELIMINATOR	5Ws & H
Money objection	STRETCH THE GAP - COST OF INACTION	Buying Strategies
"I need to speak to my [other decision maker]."	DECISION MAKER FRAME	Before the meeting



## **STEP 5 - OBJECTION STRATEGIES**

How to eliminate and prevent objections

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## **STEP 6 - PRESENTATION STRATEGIES**

How to present price in a non-logical way

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# STEP 6 - PRESENTATION STRATEGIES

How to present price in a non-logical way

## CREATING COMPELLING OPTIONS AND GREEN-BRAINING YOUR PRODUCT NAMES

### Create two options, both of which benefit the prospect

The fundamental of price is that often the more options you give someone, the more confusing it is. When you give someone five options, it's overwhelming and they want to "go away and think about it".

**Our job is to make it easy for people to make a good decision.** Too many options makes it red brain and pulls the handbrake up. The most options you should give is three, ideally you give two, but don't give one.

This might be:

1. Offering them two different product options that both suit them. OR...
2. If you only have one product, it might be offering the one product with two different ways to pay. Option One is a payment plan, Option Two is paid up front. So there's two different ways to take care of that one solution. OR...
3. You can create different options based on time frame: Option One is you get it in four weeks, Option Two is you get it in two weeks. OR...
4. If you have a product ascension model where your product suite it sequential ie: they buy the first product, then the 2nd, then the 3rd, then the 4th, and you don't want to offer two different products at each step, your options could be that they either buy all four at once, or they start with level one.

We want to give **two options** where both answers equal yes.

# STEP 6 - PRESENTATION STRATEGIES

How to present price in a non-logical way

## CREATE A GREEN BRAIN NAME FOR SOLUTION ONE

**WHAT** is the current name of **Solution One**?

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What are the **OUTCOMES** of Solution One?

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What are the **EFFECTS** of Solution One?

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**GREEN BRAIN NAME FOR OPTION ONE:**

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## STEP 6 - PRESENTATION STRATEGIES

How to present price in a non-logical way

### CREATE A GREEN BRAIN NAME FOR SOLUTION TWO

**WHAT** is the current name of **Solution Two**?

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What are the **OUTCOMES** of Solution Two?

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What are the **EFFECTS** of Solution Two?

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**GREEN BRAIN NAME FOR OPTION TWO:**

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## **STEP 6 - PRESENTATION STRATEGIES**

How to present price in a non-logical way

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# STEP 6 - PRESENTATION STRATEGIES

How to present price in a non-logical way

## PRICE PRESENTATION FRAMEWORK

1. \_\_\_\_\_

4. \_\_\_\_\_

2. \_\_\_\_\_

5. \_\_\_\_\_

3. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_ or \_\_\_\_\_

# STEP 6 - PRESENTATION STRATEGIES

How to present price in a non-logical way

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# STEP 7 - STARTING STRATEGIES

How to get them to say “yes” easily

## Embed the ‘Challenger’ Model into your Starting Sequence

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

4. \_\_\_\_\_

\_\_\_\_\_

# STEP 7 - STARTING STRATEGIES

How to get them to say “yes” easily

## Embed the ‘Next Steps’ Model into your Starting Sequence

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

4. \_\_\_\_\_

\_\_\_\_\_

5. \_\_\_\_\_

\_\_\_\_\_

# STEP 8 - REFERRAL STRATEGIES

How, when and why to generate referrals

## REFERRAL FRAMEWORK

**GIVING** Strategy (Entitlement)

**Who** not who do you? (Isolate Faces)

**SCARCITY** and **URGENCY** (Date or number)

**QUALIFY** (Why Them, Why Now?)

**PERMISSION** (Lower Buyers Resistance)

**TIMING** (When)

# STEP 8 - REFERRAL STRATEGIES

How, when and why to generate referrals

## THE TIMING OF REFERRALS

Map the Three Peaks of Customer Emotion

### MAPPING YOUR CUSTOMERS' PEAK OF **EMOTION**



# STEP 8 - REFERRAL STRATEGIES

How, when and why to generate referrals

## THE TIMING OF REFERRALS

Map the Three Peaks of Customer Emotion

**Emotional Peak 1:**

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**Emotional Peak 2:**

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**Emotional Peak 3:**

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# THE 8 STEPS TO SELLING ESSENTIALS

## Conclusion

**Step 1:** \_\_\_\_\_

**Step 2:** \_\_\_\_\_

**Step 3:** \_\_\_\_\_

**Step 4:** \_\_\_\_\_

**Step 5:** \_\_\_\_\_

**Step 6:** \_\_\_\_\_

**Step 7:** \_\_\_\_\_

**Step 8:** \_\_\_\_\_



# THE ENTOURAGE

Entrepreneurship Fulfilled