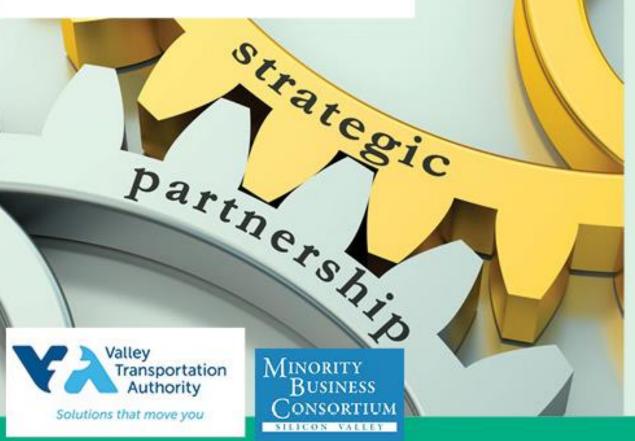


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#### **MENTOR PROTEGE' WORKSHOP #3**



## Marketing, Teaming and Operations:

**Keys to Growing Your Business** 

Noon, Thursday June 10, 2021

Presenter: Robert Luster Luster National, Inc.



# About Robert Luster and Luster National, Inc.



Robert Luster is the President of Luster National Inc.; www.luster.com.

Goal of the Presentation

Helping you to grow your business and achieve financial independence.





### Key #1 - Have a Business Plan

- Wealth is the ability to create and sustain financial independence
  - Know what your number is
  - Make a plan
  - Work the plan
  - Review the plan
  - Align the plan with your company's business plan



## Key #2 - Staffing for Success

- Functional Subject Matter Experts
- Back-Office Staff
- Sales Team
- Outside Support Team
- You The Owner



### Key #3 - Successful Marketing & Teaming

- Getting to know the SVTC JV
- What is your value add
- Beyond the VTA where are members of the SVTC JV providing services
- Situational awareness quotient



## Key #4 -Strategies for Financial Independence





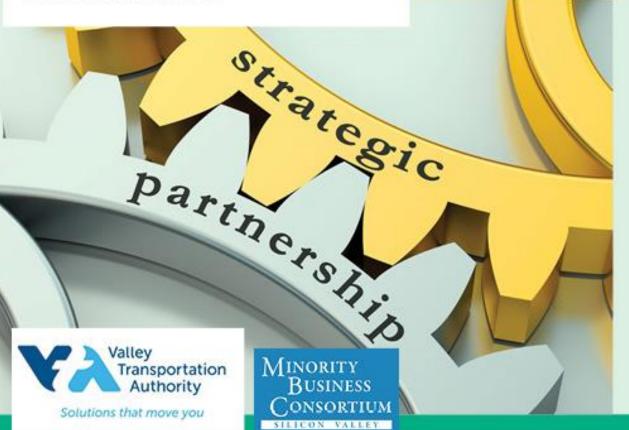
## Q & A





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