

# SVTC



Silicon Valley Transit Consultants

1742 North First Street, Suite 400  
San José, California 95112

HOSTED BY SVTC AND VTA

## MENTOR PROTEGE' WORKSHOP #3

### Marketing, Teaming and Operations:

Keys to Growing Your Business

**Noon, Thursday  
June 10, 2021**

Presenter: Robert Luster  
Luster National, Inc.

Strategic  
Partnership





# Marketing, Teaming & Operations:

Keys to Sustaining and Growing Your Business

Presented by

Robert Luster, President

Luster National, Inc.

# About Robert Luster and Luster National, Inc.



Robert Luster is the President of Luster National Inc.; [www.luster.com](http://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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