

The plan - how it works

We have come to realise that there is a certain consistency in the needs of our clients, as well as in the factors get in the way of achieving these goals.

Let's have a look at these in more detail: The issue The obstacle The ever present quest for more sales volumes. Maintaining status quo in marketing and sales methods. The vision to expand / grow the business

Lack of capital.

Fear of losing control.

The need of the business owner to elevate himself from doing everything himself to the level where more freedom exists.

Lack of capital to commit to a payroll.

Fear of losing control.

You must agree that again, this boils down to a situation of "the money or the box";

Most importantly, in many instances we have come to realise that your experience can be your own biggest stumbling block !

How can Nightfire remedy your situation?

The workplan is unbelievably simple:

Elevate you from soldier to general

Think of any classic war movie and you will understand the analogy!

In battle there is a huge difference between the responsibilities and activities of a soldier and a general...

A general focus on the tactics and strategy of a battle.

Soldiers do the physical fighting - the general doesn't even break a sweat.

You are the general of your business. Your daily activities should be the activities of a general

Have you ever felt that,...

- you are the only productive (or intelligent) person in your business?

- That you have to do everything yourself, to be sure that it is done correctly?

- That the moment you turn your back things get out of hand?

You are thinking like a soldier; spending your time on soldier activities.

This is the reason why you haven't been able to take an afternoon for yourself, let alone a weekend in two years!

Our solution is not to appoint a regiment of soldiers that you can not afford, but rather to teach you skills to focus on activities where you add value to your business. You adding value = more money

We coach existing employees to ownership of their positions.

One of the most important skills that a business owner can ever acquire is the ability to delegate. Delegation is an art. We see delegation as more than merely barking out instructions to employees. Delegation also means to have adequate administrative systems in place.

Nightfire will assist you in the design and implementation of an effective administrative system, taking minimum time and effort. You and your staff will be able to lay your hands on every invoice, statement, stock report, payment receivable or payments due at any time AND all the time.

Increase Sales volumes

The best developed division in Nightfire is our Sales division. Our success with small businesses over the past years are testament to this.

Whether you need to sell a product or a service, we will train and assist your staff to perform better than their previous personal best. Again we guarantee this, provided that your sales people adhere to the plan!

Sales training is not limited to a workshop format. It extends to making actual sales calls with sales staff in the real world.
Increase Sales = More money
Infrastructure

By utilising the existing Nightfire resources a client has the option to expand his business on a national level. Nightfire currently has offices in Midrand, East London, Bloemfontein and Pietermaritzburg. Nightfire will also be expanding to new locations including Cape Town, Port Elizabeth, Durban and Pretoria by the middle of 2007.

As a Nightfire client you will have options available to expand your business to these areas and share costs with our subsidiaries or other clients.

Office space includes:

- ADSL access
 - E mail and database options
 - Furniture
 - Telkom fixed lines
 - Shared reception / front office personnel
 - CAT 5 network cabling in some locations
 - Limited storage / warehouse space
- Capital acquisition

Business plans, projections and presentations to investors / banks form part of our service.

Nightfire can also choose to invest its own capital in a client's business or proposed venture. Choose the Money AND the Box!

By now you will realize that our approach does not rely on theory alone. Complete our Expression of Interest form now and take your first step towards making more money and becoming the General in your business!