

“10x has made my business of
significant value to the **community**.

People are taking notice!”

- Greg Smargiassi



Geraldton

Accounting Firm: Our CFO, Geraldton, WA, Australia
Director's Name: Greg Smargiassi
10x Resources: 10x Entrepreneur and Business Coach: Greg Smargiassi
10x Sales and Marketing Coordinator: Gail Henry

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proactive accounting community &
raise your profile through 10x



10x Results to Date:

To date, 10x Geraldton have held two Edge events and have bi-monthly Boardroom Edge events planned for 2009 because of the high demand from their local community. As Director and Business Coach Greg Smargiassi describes it, “After just one mailing campaign approximately 80 businesses (200 people) registered to learn more about 10x and what we have to offer our community - we are stoked! People are also travelling far distances, some over 4 hours to hear what we are presenting to them at our 10x Edge events.”

The team at 10x Geraldton have really benefited from the ‘soft skills’ development and extensive training and support that 10x provides. Greg has been able to fulfil his long-held ambition of becoming a business coach and has the right

resources and structure to really help his clients - in fact, the early feedback from one of his business clients was that “we all have issues that we will come up against and through 10x we can resolve them.”

Greg enjoys the encouragement and accountability that being part of the close-knit 10x community brings, as well as the positive flow-on effect on his business. As he says, “My team are excited and far more motivated by this new venture, making for a fun and efficient workplace.” As proof in point, his Sales & Marketing Coordinator, Gail Henry, recently won the coveted 10x Sales and Marketing and 10x Forum Support Awards at the 2009 10x Annual Awards Ceremony in Fiji.

Additional accounting fees by association with 10x:

While Our CFO has already generated an additional \$30 - \$40k in yearly fees from new clients as a direct result of their Edge events, Greg has realised that there is also substantial fee-generating potential in the application of the 10x sales, marketing and customer service training to his accounting firm.

“10x has lifted the profile of my existing business and it has generated interest in the local business community far beyond my expectations. The community is excited **there's help for small businesses whose owners often feel isolated or stuck in an endless cycle** - this is new and exciting to them. In fact, before we've even officially launched, businesses have come forward requesting additional help and coaching from us ... I would not have been able to achieve this without 10x and the ready-made systems provided”

- Greg Smargiassi

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