

“The **support we’ve received**
from 10x Head office has been **phenomenal**”

- Glenis Gassmann



Logan

Accounting Firm: GM Accounting, QLD, Australia

Partner’s Names: Glenis Gassmann

10x Resources: 10x Entrepreneur and Business Coach - Glenis Gassmann

10x Sales & Marketing Coordinator - Scott Gassmann



Glenis Gassmann
10x Entrepreneur

“The Edge has **lifted our profile** in the community and **differentiated** our firm from other accounting firms in the area.”

- Glenis Gassman

10x Results to Date:

10x Logan have recently held their fourth Edge event and currently have one Coaching Club up and running. Despite lower registrations than anticipated, the 60 business owners (from 38 businesses) at The Edge were excited about the 10x opportunity and the help and support demonstrated by GM Accounting. Thanks to her 10x training, Glenis was able to book 20 back-to-back Discovery Consultations within just days of her Edge event.

While 10x Logan hasn’t achieved results as quickly as anticipated, key components of their 10x business such

as staff allocation and extra training were identified and focused on in the business. Glenis anticipates having an additional 1-2 Coaching Clubs up and running over the coming months.

The 10x Logan team are fully committed to their local business community, and through 10x are able to proactively help their clients improve their business – one example is a simple referral strategy that Glenis recommended to a client that saw their business gain 4 new sales from just 4 phone calls in a matter of days.

“There are some big players in the community that are endorsing what 10x is about.”

- Glenis Gassman

Additional accounting fees by association with 10x:

From their first Edge event, 10x Logan picked up a new client with yearly fees of \$15,000 - \$20,000. Subsequent Edge events have led to ongoing requests, new clients and new fees, as well as additional accounting work from her 10x Coaching Club members and some big value-add proposals (such as a \$50,000 project) in the pipeline.

“What the 10x Directors have put together here, is by far and away the **best Content and IP** I’ve ever seen - its logical, it’s incredibly well done and it’s easy to follow.”

- Glenis Gassman