

“As far as we are concerned

**10X works** - NO looking back!”

- Alf Magnano



## North

**Accounting Firm:** CP Partners, Victoria, Australia

**Partner's Names:** Mario Chiodo, Alf Magnano, John Capuana

**10x Resources:** 10x Entrepreneur and Business Coach: Mario Chiodo

10x Sales and Marketing Coordinator: Michelle Isherwood



Mario Chiodo  
10x Entrepreneur



Alf Magnano  
Partner



John Capuana  
Partner



Michelle Isherwood  
Sales & Marketing Coordinator

### 10x Results to Date:

10x North have held two successful Edge events and have their first Coaching Club up and running. Having recently completed the 10x Advanced Sales training, Mario Chiodo is confident in his ability to communicate the value of 10x and convert more prospects into Coaching Club members – which has already resulted in new sales and the expected launch of another Coaching Club next month.

According to Mario, “After going through the 10x sales and marketing process, clients of all profitability levels have expressed enthusiasm about what’s possible in their businesses, from someone with \$40k profit to another with \$1.5M – we are getting the “wow factor” about 10x and 10x Coaching Club from all of them.”

Next on the agenda is a co-branded Edge event with National Australia Bank scheduled for March.

Although these results haven’t happened overnight, CP Partners are committed to building their 10x business and are already enjoying strong results. As Mario acknowledges: “Frankly, as accountants we were sceptical about the rate of return and expected response 10x had suggested we’d accomplish, we’ve been thrilled to find the results to date have exceeded all of our expectations.”

“I would expect that the revenues from our 10x business will probably exceed our compliance business in the next three years.”

- Mario Chiodo

“The **business model** and **the support from the 10x team has been brilliant**, the systems and resources hit the spot – the ability to use it as a **turn-key system to coaching and consulting** is sensational. Even the mindset shift that’s happened in our own team to take on 10x with a lot of vigour has been incredibly valuable to us across our entire accounting firm.”

- Mario Chiodo

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