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market leader position”
- Peter Scolari



Central West NSW

Accounting Firm: Scolari Comerford, Dubbo, NSW
Partner's Names: Peter Scolari, Phil Comerford, Glenn Pearson
FTEs: 8 **# Business Clients:** 150
10x Resources: 10x Entrepreneur - Peter Scolari
10x Business Coach - Karen Saunders
10x Sales & Marketing Coordinator - Zoe Cross



10x Results to Date:

10x Central West NSW launched their first Edge event in November 2008. Over 160 business owners attended the event, representing 93 businesses (66% of which were not existing clients of Scolari Comerford). Of those businesses that attended, 65% “ticked” the box” for a Discovery Consultation with 10x Central West NSW and 46% expressed their interest in further financial services.

Peter Scolari describes their post-Edge success: “Within 48 hours we had 50 Discovery Consultations booked and within another 24 we had made our first 2 sales/ Overnight we literally took market leader position in our town. We couldn't be more thrilled”

Now one year on from their 10x division launch, the 10x Central West NSW team have taken their 10x business from strength to strength. They now have 3 Coaching Clubs up and running, and expect to fill their 4th Club before Christmas 2009.

Their appointed 10x Business Coach, Karen Saunders, has proven to be a perfect fit for the role – effectively managing the operations, sales and coaching for their 10x business division, with minimal time and input required from 10x Entrepreneur, Peter Scolari

With access to leading training and support services, 10x recruits quickly become high-performing assets, and Karen is a perfect case in point – after a recent Boardroom Edge (an in-house, mini Edge event), she held 6 Discovery Consultations which resulted in 5 new 10x Coaching Club memberships and one 10x Business School membership.

Since joining the 10x network, 10x Central West NSW has **achieved annual revenue of \$357,960** in its first year (from 10x Coaching Club and 10x Performance Planner sales), with this figure set to more than double for 2010.

“Now having been to 10x Foundations, we all agree that in fact, paying the upfront investment would have been worth it JUST for the IP and training and development we're receiving as part of 10x. It is so incredibly relevant for our firm – without even considering the financial opportunity 10x represents.”

- Peter Scolari

Additional Accounting fees by association with 10x:

In May 2009, just 6 months since launching their 10x division, Peter Scolari noted that “From existing clients, our additional accounting fees by association have been \$6,000 (\$1000 an hour) for an Estate Plan. From new clients, we have seen \$15,000 in accounting fees for compliance, succession planning worth \$18,000 and Coaching Club has resulted in an extra \$45,000 plus, to date.”

Market Impact:

10x Central West NSW have held 2 Edge events and multiple smaller Boardroom Edge events in the past 12 months, with over 350 clients and members of their local business community benefiting first-hand from leading business performance strategies. Scolari Comerford received an overwhelmingly positive response to the business advice now available via their new 10x division, with new clients coming on board as a result, and many writing to share their feedback, such as:

“Provided clarity and direction to improve efficiency.”

- Rachel Lodding, Nab Business Banking

“It’s going to teach me how to grow my business.”

- Jack James, Jack’s Home Maintenance

“Easy to learn information – revealed shortcomings in my business.”

- Sandra Hartley, Harley Commercial Cleaning

After the success of their 10x Edge events, sponsoring two local Chamber of Commerce business awards, and now having several award-winning Coaching Club members who absolutely rave about 10x on board, 10x Central West NSW has quickly gained a solid market reputation as THE go-to place for high-performing Dubbo businesses.

In addition to these results, Karen Saunders has used the 10x IP and PR tools to become a familiar face in the local media. She explains that the cumulative result of their 10x marketing activities now means that business owners actively seek out 10x Central West NSW for they help they’ve been so desperately looking for.



*“The value of being part of 10x is **having amazing product development that’s focussed on really getting to the crux of what’s working and not working** within the clients’ business.”*

- Peter Scolari

Helping their clients succeed in business:

Karen Saunders states that “10x has differentiated our accounting firm by helping us deliver a more proactive solution for our accounting clients as opposed to being completely reactive and looking at the financial results, we’re now a part of their future.”

The Scolari Comerford team, working in conjunction with 10x Central West NSW, have been able to make a difference to their clients’ businesses in ways previously not possible because they now have a system for identifying problems, articulating and delivering solutions, and measuring the outcomes and value provided.

For example, one long-term client that was facing serious cashflow challenges was able to reduce their debtor days from 50 to 28 within a month of the problem being identified – thanks to coaching from Karen and phone and letter debtor scripting and role-playing.

Here’s what just 2 Coaching Club members – both of whom have been able to significantly grow their business despite facing a tight retail market and challenging economy - have to say about the value of 10x:

“My business partner Damien and I have really benefited from the 10x package – I would fully recommend going to 10x Coaching Club.”

Toni Alderdice, Midwest Foods

“What I’ve found very valuable has been analysing our business a lot more closely and understanding how small changes can make a big difference.”

Sarah Richmond, Rhino Promotions

