



## **SGOS Recap and the Five Stages of Entrepreneurial Growth**

As you know if you were there, we had a great SGOS event last month. If you were not there, I encourage you to watch videos of some of the presentations that took place, which are available through the Coaching Department. They included my own update on growing my agency in Connecticut, which has brought in \$80M in total assets so far this year.

We also had updates from our internal team members on Coaching, Marketing, and the firm overall, as well as great presentations from our top advisors on topics that included making the Simplified Sales Process even simpler, growing your agency virtually, and a first-hand account of the growth of one of our newer Retirement Income Source firms. We also had an excellent panel discussion on dealing with growth-oriented prospects. So again, contact Coaching to get these videos. Remember, too, that if you want to attend next year's SGOS, it takes \$5M of annuity premium to qualify.

Our keynote speaker at SGOS was Glenn Mattson from the Sandler Sales Training organization, who did a great presentation on "The Mindset of a Successful Producer." He also did one on "The Five Stages of Entrepreneurial Growth" and how important it is to know which stage you are at and which stage you'd like to get to:

Stage 1 is the Starting Entrepreneur, which is the very beginning stage, and which all of you are past.

Stage 2 is the Developing Entrepreneur. Here you have a small staff and are doing some delegating. You've mastered the Sales Process but are still actively marketing. You have business coming in but must work hard for it.

Stage 3 is the Rainmaker. Here you are attracting new business without having to chase it. You have more leads coming in than you can handle on your own. You are developing leaders within the company and looking farther out. Other people are running their own departments, leaving you more time to be strategic.



Stage 4 is the CEO. This is pretty much where I am with my agency in Connecticut. Here, you're not seeing clients or coaching employees. You're working with your core leadership team and trusting them with day-to-day operations. You're no longer making the donuts, but running the donut shop, and working on the business instead of in the business all day.

Stage 5 is the Mayor Level, which few people get to. Here, the leaders you've developed are now developing other leaders within the company. Everything is systematic and in place and you're an overseer.

The point, again, is to know which stage suits you best and strive to achieve it if you're not already there. For example, it could be that you're comfortable staying at Stage 2, or perhaps you want to move up to the Rainmaker stage. Maybe you want to build an agency and be a CEO. If you're not yet where you want to be, let's work together to put a plan in place to get you there!

For more details on all of this, be sure to watch or rewatch my June Advisors' Academy video.

*Dave*

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