

# Juicy Results 2021



The only way to guarantee the future you want is to create it yourself.

The vision contained within this document illustrates where

Juicy Results will be

by December 1st, 2021.

# Juicy Results 2021

## At Juicy Results, We Stand By Our Name

*“Juicy Results is proof of the exponentially stronger results a company can achieve when it not only commits to hiring and developing leaders at all levels, but actually creates systems and processes for doing so for the long run.”*

– Jeremy Pound, CEO of Juicy Results

## We Have One Big Goal (A Big Hairy Audacious Goal)

And that is to double the revenues of 10,000 great companies.

### Why?

Because great companies raise the quality of life in their communities. Through sustained sales growth, these companies become vehicles for wealth generation, job creation and community investment. When we help a promising company solve their sales problem, our efforts create a ripple effect that outlasts us all.

### How?

By empowering courageous entrepreneurs to scale their sales teams, drama-free. We accomplish this by ensuring that every solution we offer is so good, we'd use it ourselves. That's why every product or program we create is measured against three elements: *Simplicity*, *Scalability*, and *Potential to Produce Transformational Results*. If a potential solution does not meet these standards, we shut it down.



# We Get Big Juicy Results

Our clients love us because we help them do big things. But don't just take our word for it. Hear it from them:

*"Hiring Juicy Results was the best thing that ever happened to our company. We're scaling faster than we ever thought possible without any of the drama we used to run into. It's almost scary how predictably we can set and hit our revenue goals. Our team is loving the process!"*

## We Drink Our Own Juice

By helping companies identify their own unique blueprint for building a scalable sales team, we empower them to grow their sales with predictable results. It only makes sense that we would be our own best case study!

**Our customer acquisition system is a shining example of our core value: Simplicity is always worth it. Our solution is the last missing piece to our ideal client's business puzzle. They have everything in place to scale their company, but they just can't seem to build a productive sales team. Our value proposition is exactly that: a proven, practical process for building a scalable sales team.**

All of our content, marketing and advertising reinforces this simple message, attracting our ideal clients at the right time. When a potential client is ready for a solution, we use a focused diagnostic tool to illustrate the tools and systems they are lacking.

Once they have clarity on their problems, our solutions sell themselves. Most clients eagerly sign up on the initial call.





## The Proof Is In The Juice

### **Our own success speaks for itself.**

Our transformational framework, The Scalable Sales Team Framework, is summarized with several successful client stories in our bestselling book. This book has helped us expand from a service-based company into a content company.

Our content and proprietary tools for scaling a sales team are licensed and used by coaching and entrepreneurial learning programs like Strategic Coach, Entrepreneurs Organization, Vistage, Gazelles and Traction's EOS. Juicy Results is synonymous with terms like "Scalable Sales Team," "CRM" and "Sales Playbook" in the global entrepreneurial community.

Our flagship consulting program—which helps companies identify the blueprint for scaling their sales teams—and our ongoing coaching programs have been used by over 1,000 companies with remarkable impact. This has resulted in an unbelievable web presence of glowing reviews and recommendations on sites all over the internet.

The highlight of our calendar is our annual Scalable Sales Summit event that attracts clients and prospects from all over the world to learn, network and recharge in a fun and relaxed destination once per year.

# Culture Eats Strategy for Breakfast

## (With a Side of Juice)

Our values are alive and thriving within our uniquely connected, location-independent culture.

**Everyone (involved) wins.**

We choose paths where everyone wins—except our clients' competition.

**Growing, not dying.**

Every day, we choose to be growing or dying. The path to greatness is being 1% better every day.

**Simple is always worth it.**

We don't stop refining when something works, we fight to make it simple.

**Make it Juicy.**

Life is short, and fortune favors the bold. If we have fun and play big, we win even if we lose.





**Our team is hired, managed and promoted based on how well they live and breathe our values. It's the glue that holds us together and the force field that keeps the misfits out.**

To balance our location-independent workplace—meaning any team member can choose to live and work anywhere they choose—we use a number of tools to keep the team aligned, close and in harmony. This includes daily huddles, a tight meeting rhythm amongst all teams and video conferencing for all meetings. But the cornerstone of our distributed culture is our quarterly meetings, where the entire company physically comes together in South Florida for the Juicy On-site: a 3 day conference of team building, strategy, performance review and goal setting for the next quarter. These meetings have taught the entire team to set aggressive goals in all areas of their lives and execute them on a 12 week cycle.

The people at Juicy Results are a team of constantly developing leaders. This, in turn, attracts even more leaders: thought leaders who shape our field of expertise through writing and teaching, coaches and motivators to our clients, mentors to other team members and difference makers for their families and in their communities.

Everyone on the team is aware of this, particularly those who do the hiring. This awareness, paired with our scripted and optimized hiring process, ensures we raise the bar with each new team member addition.

### **What Our Team Members Say:**

*“We get to work with the most amazing clients, and the work we do together makes a profound impact on their business and employees. I work with absolute geniuses here and they constantly inspire me to raise the bar in all areas of my life. I’m grateful for the freedom to live and work anywhere I choose, and the flexibility to spend meaningful time with my family. I can’t wait to see everyone at the next Juicy On-site!”*



# Profits Keep the Juice Flowing

**Juicy Results is an unusually profitable company. Profit isn't why we're in business, but it enables us to have impact, freedom, wealth and opportunity.**

We are proud to have reached at least a 40% net profit margin over the last two years. But we couldn't have accomplished that without teamwork. That's why we share those profits with employees and contractors at all levels. We make sure every role has some kind of performance-based compensation—whether that means healthy commissions, goal-based bonuses and/or profit sharing.

**Winners are rewarded aggressively at Juicy Results.**

# Winners Keep Score

Our technology enables easy record keeping and the most important work is measured in simple scorecards and KPIs. Our daily focus is on high impact metrics such as profit-per-consultant, the number of businesses whose revenue we've doubled (our BHAG), net profitability, and the number of operational days of cash we have on hand.

Results and progress are discussed openly and often amongst all team members. Since everything we do is managed through an integrated suite of technology, from sales to operations to finance, we review these numbers in real time on a daily basis.

These systems—not only documented, but built into our operational technology (just as we teach our clients)—have us well positioned to be a \$10 million+ company with a profit margin over 40% operating with a location-independent staff. This makes us a highly referenced and respected company by the business press and entrepreneurial community. This transparency gives us a unique marketing exposure, attracting even more great clients.

**Inc.  
500**

THE BUSINESS  
JOURNALS

VISTAGE



Gazelles  
GROWING LEADERS • GROWING COMPANIES



Forbes

EO  
Entrepreneurs'  
Organization

Entrepreneur

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**Actions I am taking to make this future a reality:**

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*Name*

*Date of Commitment*