



How To Make Your Business Stand Out With A USP And Guarantee

John Millar

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This book has been designed to give you Information and Inspiration to help you create a Unique Selling Proposition for your business, product or service. Becoming The Obvious Choice In A Sea Of Competition

John Millar is the Managing Director, Senior Business Coach Trainer and Consultant with More Profit Less Time Pty Ltd and CEO-ONDEMAND voted internationally as the best business coaching practice in Australia. Along with his many other business interests, John is proud to have been an associate of the most successful coaching team in the world. He is recognized as a global leader and has been benchmarked against over 1,300 colleagues in 31 countries. John has over 25 years of hands-on ownership, management, coaching, and entrepreneurial experience in a broad range of industry sectors, including retail, wholesale, import, export, IT, trades and trade services, automotive, primary production, food services, transport, manufacturing, mining, professional services, the fitness industry, and more. He has extensive experience developing and providing training for small to medium-sized companies and a variety of publicly listed corporate companies. John is an accomplished and talented public and professional speaker. He has been a mentor working with sales/management activities for businesses with a turnover under \$100,000 per annum, over \$100 million turnover, and everything in between, with great success. John currently works with business owners and their teams across Australia and Globally and has a “Whatever it takes” attitude that has enabled him to help his clients grow their business profits by up to 800%. If you are ready to be coached by one of the best in the business, register at: www.ceo-ondemand.com.au Make sure to visit www.moreprofitlesstime.com for the new online Management Development Program: The Business Essentials Series.

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Donald Howard:

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