Full Immersion System

EMPLOYERS INSTITUTE

Structure. Stabilize. Sustain. Scale.

www.EmployersInstitute.com

Having a failure rate of 80% within the first 5 years in business, is a statistic that is often glossed over. But, anything that fails at an 80% rate is an actual crisis! For businesses, our culture doesn't treat it as such. It is considered an issue that solely rests on the founder of the business. Tough luck! With business owners mortgaging their homes, getting investors, taking out personal loans and using credit cards as their primary funding source for their businesses, a failure is a disaster for them. Yet, it is largely dismissed. Workers get their paychecks without sharing the risk, while, typically, many other expenses also get financially satisfied.

Starting a business is a battle in itself. Remaining competitive is another. Employing workers opens an entirely new battle for the business owner. The fact is, most businesses fail because of the workforce, which affects sales, capital and cashflow, ultimately ending at failure. However, what is cited as the number one cause of failure capital.

The truth is many owners hire employees before preparing the business to be an employer. Most employers who founded the business, are usually laser focused on their craft and technical core (what the business does) of the business,

ignoring other key functions. Many owners elect to hire workers hoping they will carry out those ancillary tasks. But with them not being vested in the business, it just doesn't work.

However, to be successful on a large scale, where you can take vacations and get comfortably be out sick, requires the business to have a structured setup. The preparation for employees is not just having the proper HR tools. It stretches beyond setting up payroll and benefits. Workers need to understand the policies and procedures of the company, their career path, opportunities, emergency procedures, their role boundaries, and many other aspects.

The company must also be a financially stable place to work, where employees can feel secure, receive benefits and able to pursue a long-term tenure with the company.

The Full Immersion System is designed to help bring stability to a company's operations and set the company up to scale. Many employers are alone in particular aspects of their businesses, even though they are in the market among thousands of businesses. No one quite assists with the removal of the ambiguous aspects of their business. And to be honest, it is not an area many owners look forward to tackling. So, many owners are frustrated suffering alone.

This report will breakdown the complete components of the **Full Immersion System** so you can decide if it something that can be of benefit to you.

There are 5 components to this system: *1. Financial Foundation (Business Compliance), 2. Sales & Marketing Mechanism, 3. Onboarding Process, 4. Organizational Development & Documentation and 5. Training.*

1. Financial Foundation (Business Compliance)

The financial foundation setup is where we place your company in position to receive non-predatory financial options for your business. We perform a compliance service, where you are guaranteed to receive upwards of $150,000 for your business through various options. Your company will gain access to business credit, world-class vendors and business funding. Terms vary and can be revolving, lines of credit, tradelines, installment loans or more. These funding options will be from major banks and lending institutions. Your business will even have the ability to finance vehicles in the company's name. None of the funding will be tied to personal credit.

Here are some of the features:

- Access to a secured online portal for 5 years
- Portal integration with company vendors
- Portal integration with major lenders
- AI-responsive qualifications matrix to ensure approvals
- Choice to apply for funding directly through the secure portal for 5 years

How it Works

Once you have signed up with us. You will be sent a short agreement to sign. After signing, we provide you access to the portal. The process to getting your funds is done by placing your company through a 50-point funding compliance check that lenders need to see in order to approve your request(s).

The process can take anywhere from a few weeks to a few months, depending on the kind of work your business will need during the compliance process. Compliance such as website security, your existing banking protocols, company terms of service, privacy policy, A2P phone line compliance and more. With the new implementation of AI technology, these are the new areas that banks now utilize to provide funding without requiring a personal credit guaranty.

[Click here for a brief overview of the portal.](#)

The Service

Basic (Do-it-Yourself Service $2,500) - You are not alone with this service. You are assigned a coach that will guide you through the entire process. They are there to answer any questions and they will regularly check-in with you during your process. (To get this separately, <u>click here</u>.)

Premium (We-Do-Much-For-You $5,000) – Don't worry. You won't pay an additional dime for this service. The upgraded Premium service is complimentary with the Full Immersion System. We only wanted to show you the value in price. What's the difference? (To get this separately, <u>click here</u>.)

With the Premium service, you are assigned a Coach AND a Consultant. You will have a Consultant who will do much of the work on your behalf. You will simply need to be available to sign documents and approve certain segments, as we can't do those parts for you.

There are 7 modules in the Funding Compliance portion of the process that will be unlocked as we complete all of the steps. (Yes, this is a service you can obtain separately from **Full Immersion**.

2. Sales & Marketing Mechanism

No. This portion of the service is only available in **The Full Immersion System**. You can't obtain it separately. Well, what is it?

This is where we set up your marketing machine that will ultimately drives sales, secure leads, book appointments and nurtures the clients. All you need to do is have someone available to speak with your leads and close them. *(We will even show you how to do that.)*

So, how does this work? There is a multitude of services and entities in the market to advertise with, capture leads, secure bookings and nurture your leads into sales. However, what we will be setting you up with a proven-system we have used for over a decade to obtain as much as 200 leads per day. Yes, this requires a series of checks and warm-ups to win over the happiness of the virtual algorithms, but this is why you don't want to go with trial and error. Let's put together a machine that has been proven to work.

We will setup a series of marketing tools for you that will gain the interest of your target audience. Their interest will either lead to a booking, a sale, or a sign-up for more information. If they sign-up for more information, then the system will nurture them (via email, text or phone calls) until they book or make a purchase.

You will be required to setup accounts with various resources (we will guide you on that) that could lead to subscription costs. Don't worry, however, we won't recommend anything that doesn't work or isn't worth it.

Set-up time for this portion is approximately 2-4 weeks.

3. Onboarding Tools

In this portion, we will ensure that the process to become an employee of your company is clear by providing training videos for them. They will undergo orientation training that none of your existing workers will be required to step out of production to handle. Your new-hires will be able to train independently with videos about your company and standards that we will produce using your input.

Here is an outline of what you can expect to be in your Orientation Training:

- Orientation Training
- Company Background
- Company Overview
- Company Policies and Procedures
- Workplace Ethics
- Communication Practices
- Quality Customer Service
- Payroll Processing
- Career Development

The second part of their training will be what's called, self-guided training. This training will be a checklist of items they will need to complete before the new-hire can be placed into production. Areas such as: "How to Check Emails", "How to Answer Calls", "How to Use the CRM" etc. These training areas will be conducted by various persons in your company and will initial off their forms stating that they conducted the training and the new-hire is proficient enough to do it on their own.

- Orientation Training
- Self-Guided Training

Set-up time for this portion is approximately 3-6 weeks.

4. Organizational Development & Documentation

In this segment of the service, we will assist you with the actual structure of your business.

Organizational Chart – We will establish your organizational chart to give a clear understanding of how the human resources of the company is designed and who reports to whom.

Customized Operations Manual – This is your company's Bible. If you don't have one, you are not running your company, your company is running you. You are all over the place with no real rules, expectations and more. Your company needs the law of the land to be established and we will do that for you. Once completed, you will be able to handout actual books to your staff (and new-hires) with forms for their signatures stating they have read and will comply with the policies contained.

Playbooks – When someone is hired, they need to know how to function in their role. Playbooks are crucially important as they cut down on assimilation time. It also cuts down on confusions and new hires' need to get questions answered from busy co-workers. It is their personal plan of attack for their job role. Of course there will always be questions needing to be asked, but what playbooks do is cut down on any specific role confusion. We help you develop playbooks for each of your departments. These documents will live with you and able to be evergreen.

Departments Setup – Many companies are just running with workers running around as well, filling chores, tasks and responsibilities, sometimes far away from their wheelhouse (what they were hired to do). We will help you setup clear departments and develop a process to how each of them will work together. In many cases, the departments can be virtually woven together where the systems do the transferring/hand-off of the tasks to each other. From email bins, to tags, to CRMs, your business, no matter its size, will have clearly functioning departments.

Set-up time for this portion is approximately 3-6 weeks.

Training

Upon completion of everything, training will be provided on putting all the pieces together. You will receive direct training on how to manage all areas in this service with questions being answered in relation to any aspect of the structuring of your business.

- **Ongoing Support** – You will have 6 months of complimentary support in the event you need it.

- **Academy** – You will receive (1) complimentary registration for the next available 7-module Employer's Academy for yourself or anyone on your leadership team that you are able to attend. This program is conducted live and online. <u>See website</u> for details on our schedule.

If you are ready to sign-up for this service, <u>click here</u>.

If you would like to speak with someone first, <u>click here</u>.

Who Benefits Most from This Service?

1. Existing Businesses with No Employees
2. Existing Businesses with High Turnover
3. Existing Businesses with Chaotic Operations
4. Owner-Operators Considering Hiring
5. Entrepreneurs Setting Up New Location

If you fit one of these categories, we can be of great benefit to you. Once you sign-up for the service, someone will be in touch within 24 business hours. Please keep an eye on your email junk box.

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