



# 5 PROVEN WAYS TO ACHIEVE MILLION-DOLLAR SALES IN 2025

**Presented by:**

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# History & recognition of Proforma

1978



# Transition of leadership





# Proforma today

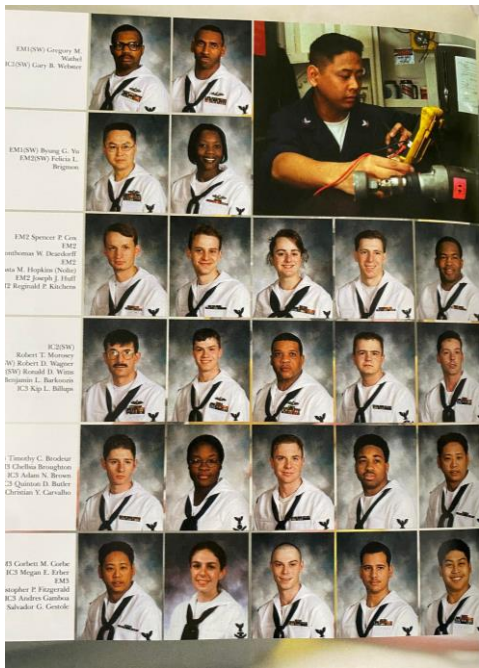


# Proforma today

**Inc.**  
**5000**

AMERICA'S  
**FASTEST  
GROWING**  
PRIVATE  
COMPANIES





# HUMBLE BEGINNINGS

From \$8 an hour to \$650 million in impact







# A PASSION IGNITED

Persistence fueled by passion



Megan started 7 years ago looking for a way to improve... practicing Jiu Jitsu. "It's great for women to practice or learn... I'm traveling for work all the time, in and out of hotels and trade shows... the day and night - so learning how to protect myself helped me feel more comfortable being on the road alone."

Jiu Jitsu started out as a "hobby" for her. She never even thought about competing. She trained under the noted Jiu Jitsu master Eddie Bravo and had the opportunity to fight for the first time in a competition during an outing aboard a "training" with her group - and placed. "It was like a drug to me... from that point on, I was addicted!" Most recently she missed her spot on this season of The Ultimate Fighter due to a hip injury that had her out of commission for 8 months and she was unable to obtain the necessary fights that were required to try out. And if you know Megan, not only does she not like to lose, she does not like to get out of her. "Watching these women fight on the Ultimate Fighter sparked something in me, jealousy maybe... anger definitely. I know that I am a much more technical fighter than most of the women on the show, and with the style of Jiu Jitsu that practices, being made for MMA, would have given me an advantage over the other grapplers. I think my biggest competition on that show would be Jessamyn Duke, who also competes under 100 lbs. I think Eddie Bravo and she have the exact same body type, but she is a masculine or overly provocative, stated the scrapper. "These isn't much out there you can spar in and feel good about the way you look." So out of necessity, Megan created "Bella Fight Gear". A company whose customized fight gear line will be focusing on quality apparel and gear, mainly for women and children, who are practicing and competing in martial arts and other physical sports that will give them the great and confident while looking a little bit. She is in branding the actual line and it will be announced soon. She recently sponsored a major event in Rochester, NY, an East Coast Training Camp and has been approached to sponsor ongoing champs. Emmauel Newton of Barbara MMA for his upcoming battle against King Mo on November 2nd.

Will you thank? Yes... and if I save you, I'd pay attention! I'm a hero.

Head Director for the popular supplier, Justine (justinepromo.com) and on the board of directors. She's anything but mild mannered. Her friendly, outgoing and endearing personality is what makes her a great person to work with. Her industry knowledge and professionalism will win you over in a heartbeat. If you're looking for a company that knows how to kick some butt, look no further. She's the real deal. She's a fighter and won many notable competitions. She started her own women's MMA training center.

Megan has to trade training made, this end of her of help other friends, she's so other the base. So when it, we are ripping.





# BUILDING A NETWORK

Investing in relationships & regional associations







# CHALLENGES & SETBACKS

Overcoming the odds

# FINDING PURPOSE

Turning struggles into impact




**PROMO**  
*Cares*




# SUCCESS STORIES

## Promo4Good

**PromoCares Presents: Sleep In 4 Good**  
Join us while we advocate for mental illness and its direct correlation to sleep...



Watch on  [YouTube](https://www.youtube.com/watch?v=...) [promocares.org/SleepIn4Good](https://www.promocares.org/SleepIn4Good)

Organized by [NAMI Wake County](#)

**\$15,499** 104 Supporters 104% of \$10,000 goal

**Ukraine4Good**  
PromoCares Stands with Ukraine.



Organized by [PromoCares](#)

1x Benefitting Save the Children Federation, Inc. (29-072648)

**\$55,831** 190 Supporters 233% of \$20,000 goal

**PromoCares partners with Planet Water Foundation 2023**  
PromoCares Presents Water4Good




Watch on  [YouTube](https://www.youtube.com/watch?v=...) [promocares.org/water-4-good](https://www.promocares.org/water-4-good)


Organized by [PromoCares](#)

1x Benefitting Planet Water Foundation (29-21129225)

**\$175,936** 29 Supporters 879% of \$20,000 goal

**PromoCares partners with Planet Water Foundation**  
PromoCares Presents Water4Good 2024



Watch on  [YouTube](https://www.youtube.com/watch?v=...) [promocares.org/water-4-good](https://www.promocares.org/water-4-good)

Organized by [PromoCares](#)

1x Benefitting Planet Water Foundation (29-21129225)

**\$92,693** 13 Supporters 46% of \$200,000 goal

# TRANSFORMATION & LEADERSHIP

Scaling my ripple effect







# LESSONS IN PERSISTENCE

No shortcuts, just strategies

# YOUR MILLION-DOLLAR JOURNEY

What's your next step?





# A LITTLE ABOUT YOU

Where are you on your journey?



# A LITTLE ABOUT YOU

Where are you on your journey?





# A LITTLE ABOUT YOU

Where are you on your journey?



# A LITTLE ABOUT YOU

Where are you on your journey?





# A LITTLE ABOUT YOU

Where are you on your journey?



# A LITTLE ABOUT YOU

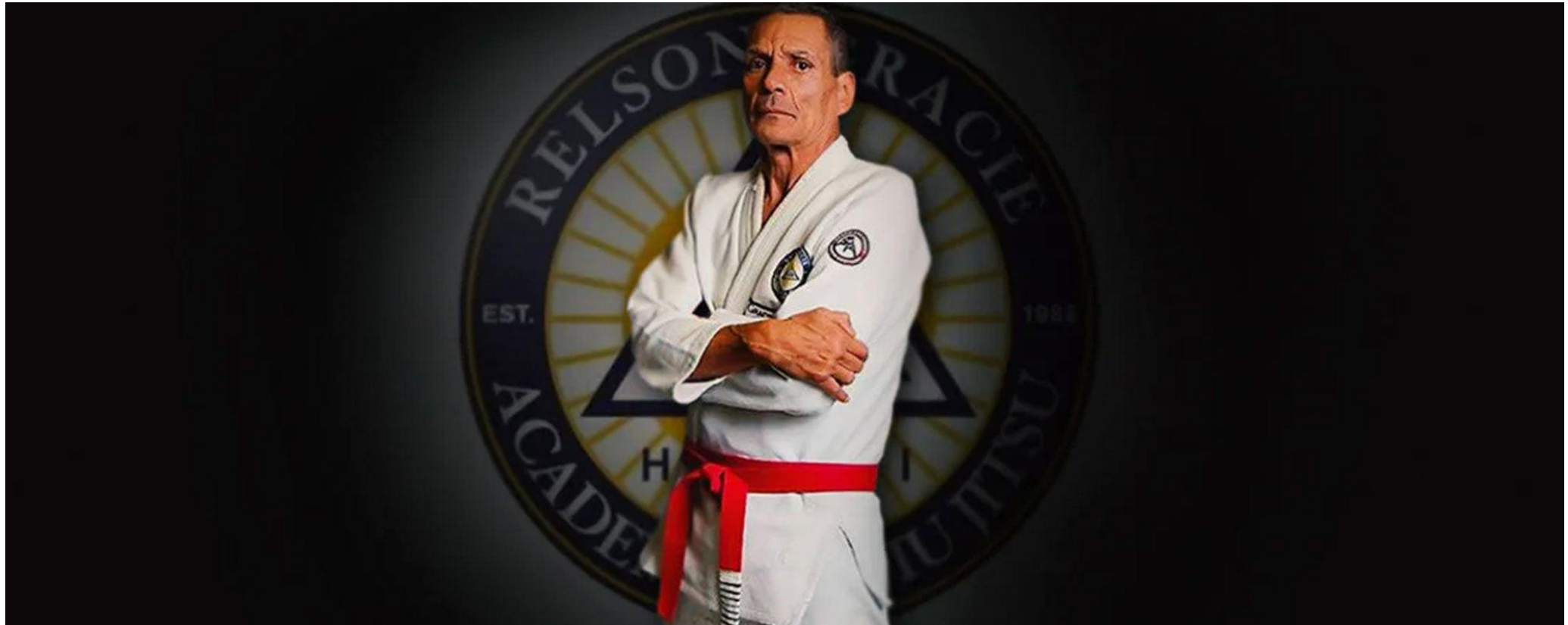
Where are you on your journey?





# A LITTLE ABOUT YOU

Where are you on your journey?



# OBSERVATIONS FROM THE FRONTLINES...



# OPPORTUNITIES ARE EVERYWHERE...

# WHAT'S HOLDING YOU BACK?



















# Fear of rejection





#GETONNIT



**“WE DEFINE OURSELVES FAR TOO OFTEN BY OUR PAST FAILURES. THAT’S NOT YOU. YOU ARE THIS PERSON RIGHT NOW. YOU’RE THE PERSON WHO HAS LEARNED FROM THOSE FAILURES. BUILD CONFIDENCE AND MOMENTUM WITH EACH GOOD DECISION YOU MAKE FROM HERE ON OUT AND CHOOSE TO BE INSPIRED.”**

- JOE ROGAN



# WHAT BUSINESS ARE WE IN?

# KNOW, LIKE & TRUST



# 5 PROVEN WAYS TO ACHIEVE MILLION-DOLLAR SALES:

# 5 PROVEN WAYS TO ACHIEVE MILLION-DOLLAR SALES:

1. Get new customers



# Linked



“Publishing valuable content on LinkedIn positions you as an authority on your topic. Posting regular, relatable content creates trust with your connections and helps you to be seen as an expert on a given topic. Those who are seen as experts get more business and are **paid more.**”



# 5 PROVEN WAYS TO ACHIEVE MILLION-DOLLAR SALES:

1. Get new customers
2. Sell more to your existing customers

# 5 PROVEN WAYS TO ACHIEVE MILLION-DOLLAR SALES:

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# 5 PROVEN WAYS TO ACHIEVE MILLION-DOLLAR SALES:

1. Get new customers
2. Sell more to your existing customers
3. Hire and manage sales professionals
4. Buy out your competition
5. Operational efficiencies

# 5 KEY CHOICES



# 5 KEY CHOICES

1. Choose your motivation
2. Choose your attitude
3. Choose your activities
4. Choose how you talk to yourself
5. Choose your weapon



# YOUR BIG WHY



# DREAM BIG!!

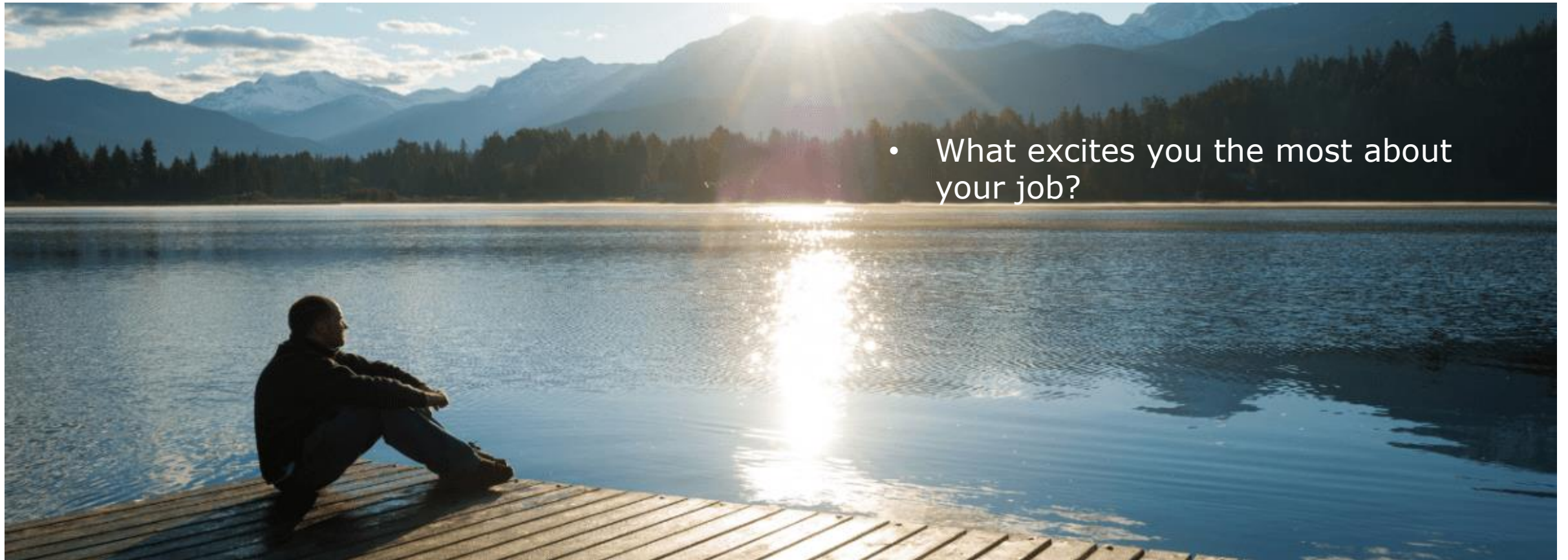


# Activity:





# Activity:



- What excites you the most about your job?



# Activity:



- What excites you the most about your job?
- When you think of your most fulfilling success, what value did you bring?

# Activity:



- What excites you the most about your job?
- When you think of your most fulfilling success, what value did you bring?
- How can you share your “Why” authentically?

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# Activity:





# 5 KEY CHOICES

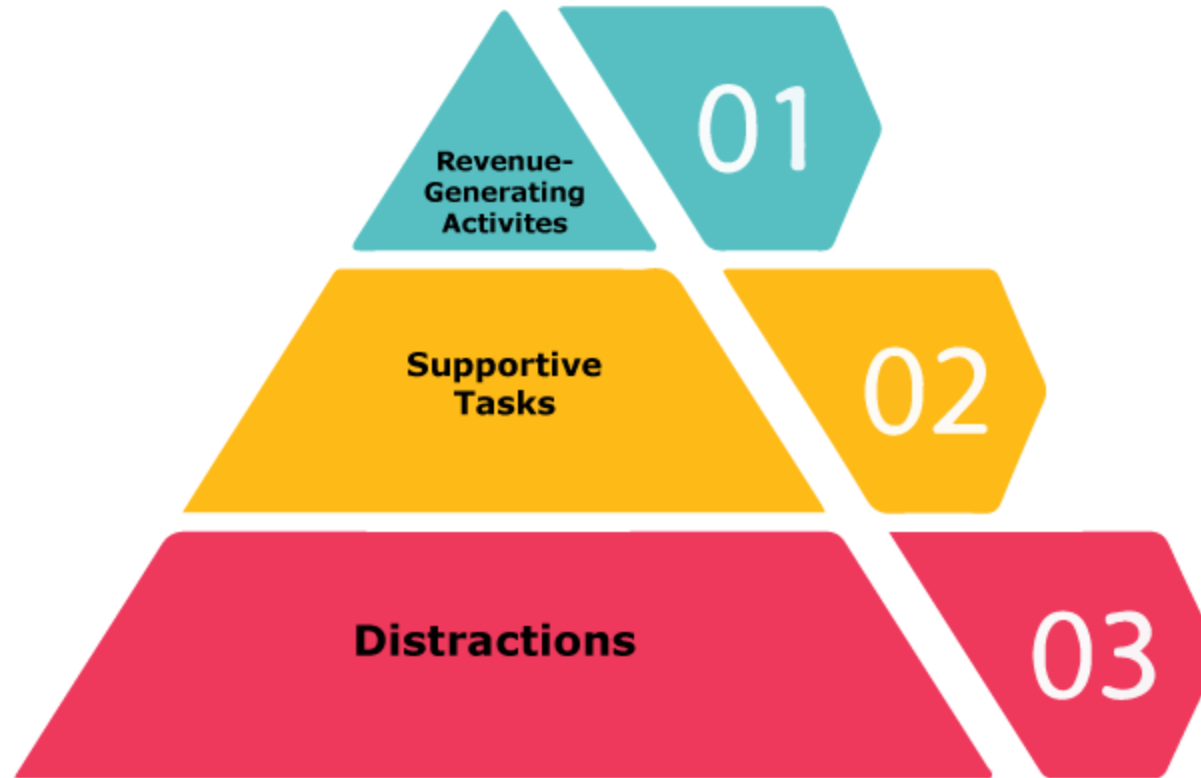
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# Prioritize Revenue-Generating Activities



# Prioritize Revenue-Generating Tasks

Focus on What Moves the Needle



# ADOPT THE 80/20 RULE

## 80/20 PRINCIPLE

In your professional tasks, focus on the **20%** of activities that will yield **80%** of your desired results.





# PLAN

**“If you don’t plan  
your day ... someone else  
will do it for you.”**

# 3 STEPS TO PLANNING:

- Plan

# PLAN

1. Every day
2. Every week
3. Every month
4. Every year

# 3 STEPS TO PLANNING:

- Plan
- Execute



# 3 STEPS TO PLANNING:

- Plan
- Execute
- Evaluate



# EVERY DAY

**"Plan, Execute & Evaluate Daily"**

Weekday	Mon	Tues	Wed	Thur	Fri
<b>Appointment/Time Record</b> \$20 or \$100		Date: _____ / _____ / _____			
		<b>My Top 5 Goals for Today</b> \$20 or \$100			
8:00	Office Work	2	1		
8:30	↓		2		
9:00	Drive to Abe Co.	2	3		
9:30	Appt Abe Co.	1	4		
10:00	↓		5		
		<b>Task List / To Do List</b> \$20 or \$100			
10:30	↓				
11:00	Drive back to Office	2			
11:30	Lunch at desk				
12:00	Sourcing,				
12:30	Pricing, etc.	2			
1:00	↓				
2:00	Drive to Xyz Co.	2			
2:30	Appt Xyz Co.	1			
3:00	↓				
4:00	Drive back to Office	2			
4:30	↓				
5:00	Misc Accounting	2			
5:30					
<b>Total # of Hours Spent on:</b>		<b>My Results for Today</b>			
\$500/hr		\$20/hr		1	
2.5		6.5		2	
Selling More to Existing Customers Getting New Customers, M.E.A. Actively Recruiting New Sales Professionals		Field Customer Support Calling for Appointments, Everything Else Behind My Desk		3	
				4	
				5	
<b>2015 * Share the Vision</b>					
<small>© PRO/Grma.</small>					

Share Together \* Care Together

Win More Market Share Together

# 5 KEY CHOICES

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# Recognize negative patterns

Catch the critic in your head



# Reframe your thoughts

Turn self-doubt into self-empowerment





# ACT LIKE THE PERSON YOU WANT TO BECOME

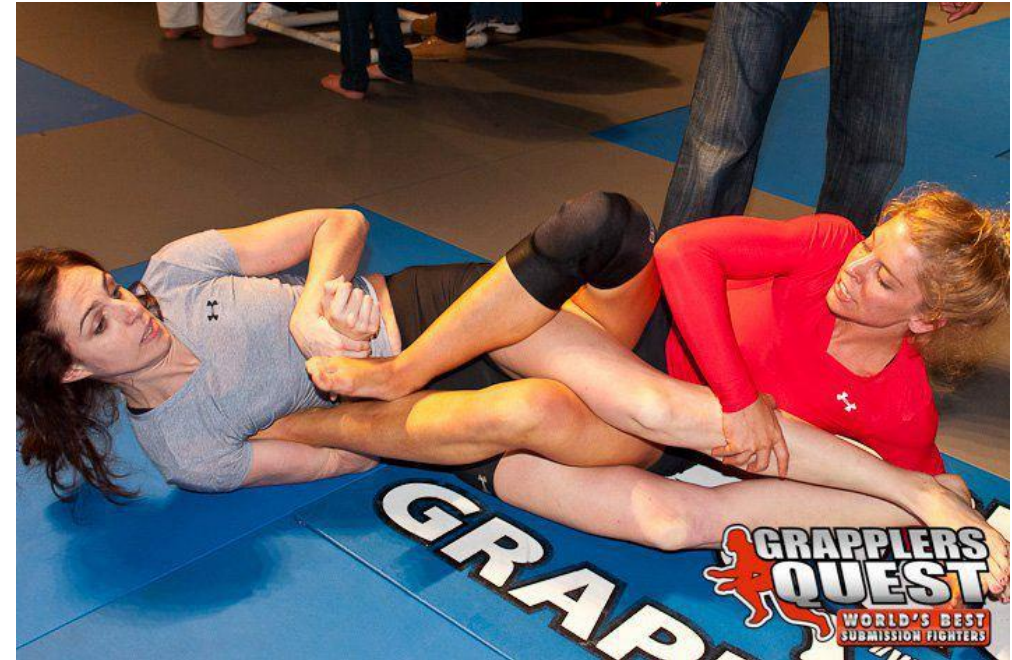




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# The BJJ competitor – discipline & strategy



# The accountability partner – support & consistency





# The advisory board – wisdom & guidance





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**Share your feedback  
on the session with us!**



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