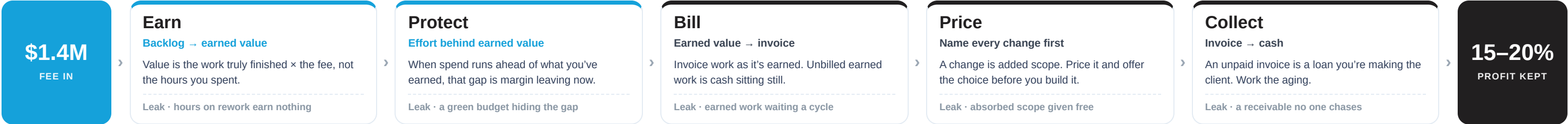


THE BIG
IDEA

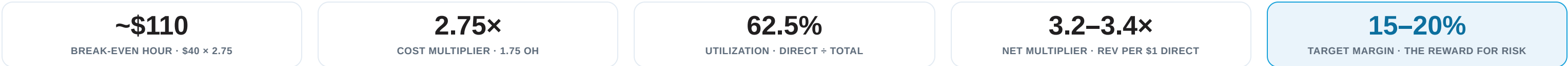
A project can be on budget and still lose money, and profitable and still run out of cash. Your job is to move a signed fee all the way to collected cash — without leaking margin on the trip.

01 THE FIVE MOVES — FEE TO CASH

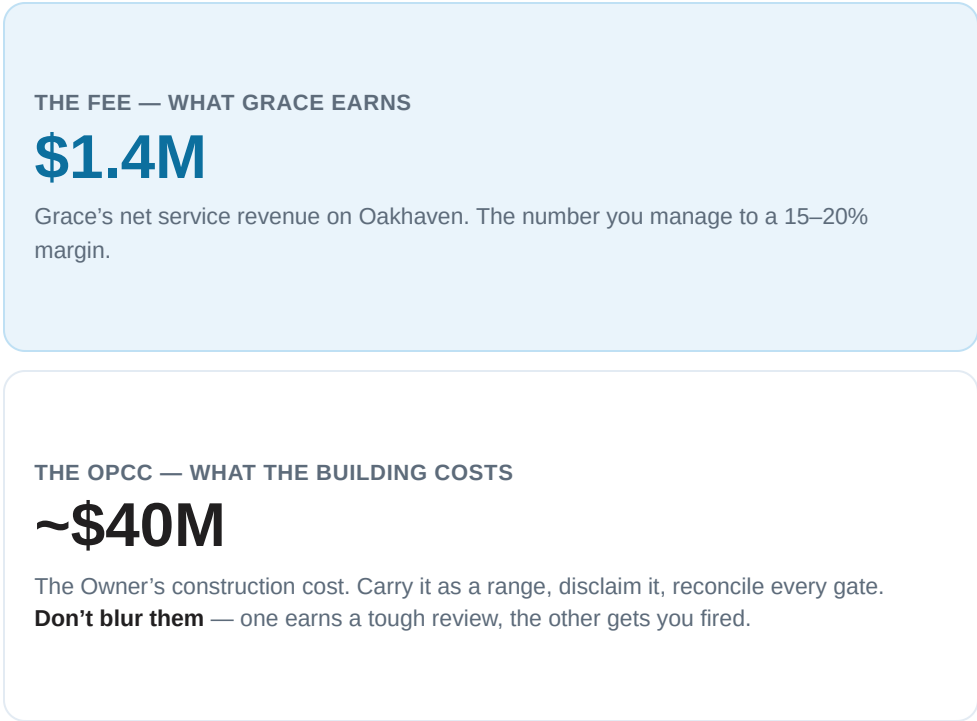
Module 2 · earn & protectModule 3 · bill, price & collect



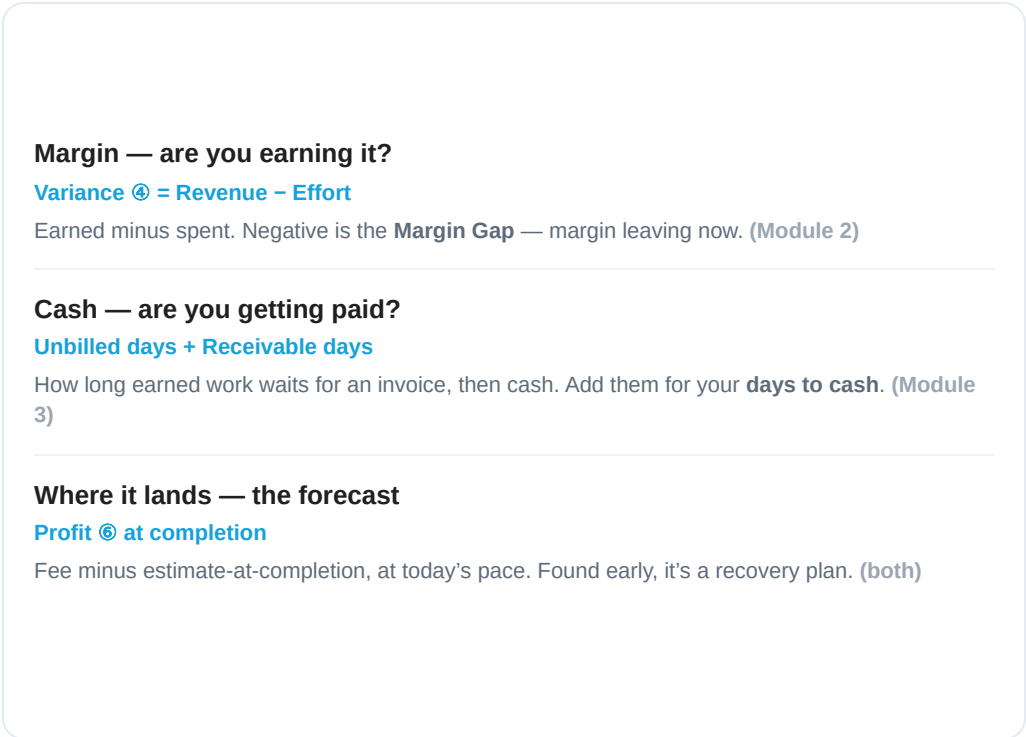
02 COMMIT THESE TO MEMORY



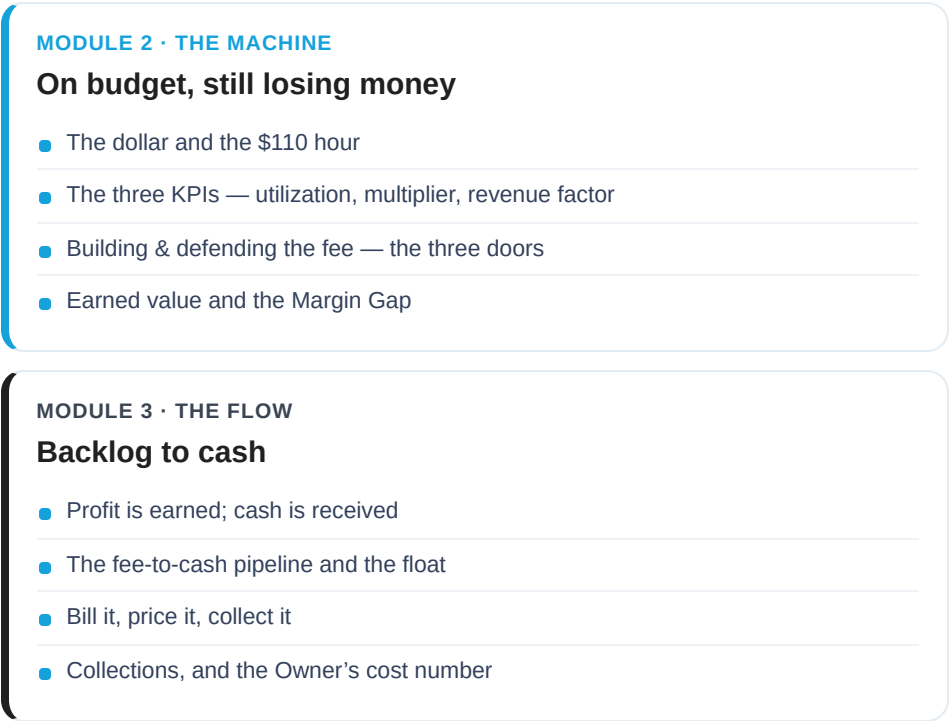
03 TWO NUMBERS ON YOUR DESK



04 READ THE BST SCORECARD



05 WHICH MODULE TEACHES WHAT



06 THE FOUR PATTERNS, IN THE MONEY

