

PeerSight Platform

Peer Boards to Annuitize Client Relationships

For the past year PeerSight has worked aggressively to improve the classic peer advisory board model. We've tested and retested critical variables including meeting length, online collaboration techniques, and minimum membership requirements. Nearly 50 clients later, we've cracked the code and developed the necessary techniques, strategies and tools to deliver phone based peer boards to the leaders of high growth companies. The outcome is a platform that can be delivered (facilitated) by business consultants to grow their practices, increase revenues, and deliver peer boards to potential, existing, and former clients.

The core of this document focuses on -

- Benefits of adopting the PeerSight Platform
- PeerSight's peer board model
- Frequently Asked Questions concerning PeerSight and the PeerSight Platform

Bottom Line: Business consultants that deliver (facilitate) peer advisory boards as a small business solution add annuity income from inactive clients and uncover prospective client's opportunities.

Peer Board Primer

For 50+ years peer advisory boards have helped thousands of businesses on every continent. Peer Advisory Boards provide a safe place for leaders of small and mid-sized growth companies to test their ideas, see into blind spots, be held accountable, innovate and grow their businesses by bringing the leaders of high growth companies together – 8 at a time,

The marketplace for peer advisory boards is largely untapped and remains fragmented. Research indicates that the estimated annual growth of peer advisory boards falls between 15% and 20%, with a potential marketplace of between 350k to 400k small to mid-sized business owners.

PeerSight is a great resource for any entrepreneur who is in need of a sounding board of seasoned business professionals.

It's nice to know that others are either going through the same growing pains or have surpassed some of the same challenges.

They provide a very candid open forum to help navigate my business through each stage.

Nancy Munro
Knowledge Shift

Benefits of adopting the PeerSight Platform

As meeting facilitator, you gain insight not otherwise available regarding the opportunities facing prospective, inactive and former clients.

- By leveraging PeerSight's platform you spend time only on billable activities
- Annual income from peer advisory boards typically extends for 5 to 10 years.
- Expand the solutions you offer prospects and clients with the addition of peer advisory boards
- Offer prospects and clients the accountability and support required by high growth companies
- The cost of the PeerSight platform is paid by the member (client) on a monthly basis. Our partners do not pay any fees for its use.

PeerSight Platform

Peer Boards to Annuitize Client Relationships

PeerSight's Model

PeerSight is a phone based adaptation (teleconference supported by internet based collaboration tools) of the conventional 'in-person' peer advisory board model proven to help grow small business for 50+ years.

As a result of its virtual nature, PeerSight is not bound by geography and can accommodate members from anywhere in the US and Canada.

Our expertise and experience is in delivering a turnkey peer advisory board platform. We support our partners and their clients to ensure our partners focus on what they do best and where they leverage the greatest income.

Three components form the core of the PeerSight Platform -

1. Members / Peer Advisors
2. Expert Facilitation
3. Support Systems, Administration, and Processes

PeerSight's partners provide two of these three critical components. Members are recruited from a partner's pool of potential (those yet to be engaged in a project and / or ongoing work), existing, and inactive clients. A partner's on going role focuses on expert facilitation and the associated billable hours. PeerSight delivers those support systems and processes necessary to make these two components profitable.

Our standard support systems, administration, and processes available to our partners include -

- member enrollment including confidentiality agreements
- board formation and assembly
- meeting preparation
- marketing support
- hosted collaboration tools
- meeting agendas based on each board's maturity
- automated meeting reminders
- billing and administration
- quality assurance
- management of all relevant vendors
- dedicated conference bridge by Conference Calls Unlimited
- best practices and innovation
- all upgrades as they become available

Quite honestly, it's been a delightful surprise. It's so rare a resource truly delivers on their promise. But PeerSight, with Andrew and Steve, fulfill their promise and they're great to work with. Hence, the surprise and the delight.

Zane Safrit
Conference Calls Unlimited

To ensure these systems are implemented each board is assigned an account concierge to assist in board development, management, and support.

Membership includes access to password protected online tools that provide members with a secure method to converse with each other between meetings, better understand each other's businesses, and collaborate.

Bottom Line: The PeerSight Platform provides the complete support systems and processes to enable our partners to profitably deliver peer advisory boards to their client base with minimal time investment on an ongoing basis.

PeerSight Platform

Peer Boards to Annuitize Client Relationships

PeerSight FAQs

Q: How does PeerSight acquire its members?

A: While we conduct some direct marketing activities and maintain a credible internet exposure in the Peer Advisory Board industry, our best members come through trusted advisers like you.

Q: What does PeerSight do with the members it recruits from direct marketing activities?

A: We allocate these new members among our partner's boards based on their size, sophistication, industry, and growth objectives - in other words "fit" with the other board members.

Q: What's in it for you....the partner? Isn't PeerSight a competitor?

A: In short, no. In fact in many ways you're our customer. Ideally, our services compliment the solutions you currently offer your client base. Our value to you is typically realized in a couple of ways

1. At the completion of a consulting project. The introduction of a PeerSight Peer Advisory Board can significantly extend per client income, provide continued insight into prospective and inactive client's issues, and deliver a valuable service to that helps clients continue to grow themselves and their businesses. On average you can continue to earn \$1,500 to \$2,500 per client / per year.
2. To attract prospective clients that may not wish or yet be ready for a consulting project. By adding another arrow in your "quiver of services", you can add an additional \$12k per year of income for every board you recruit and facilitate.

Q: What time commitment is required?

A: While a bit heavier for the first month you should average between 3 to 4 hours per month for each board you facilitate. Each board produces \$12k per year of annual income or about \$250 per hour.

Q: Do partners pay any fees?

A: No. Our income is paid by members for the combined services provided by PeerSight and your firm. However, because there is no cost to our partners we are seeking those who will actively use our platform to grow their revenues and to help their clients grow faster.

Q: What marketing support can I expect from PeerSight?

A: We assist partners in developing talking points, email templates, providing research, developing and powering customized enrollment forms and confirmations, integrating with your website as much or little as you desire, developing and supporting webinar and brochures, providing you with best practices and more.

Q: Can my clients appear on another partner's board?

A: No. The enrollment code and personal apply page that your clients receive, along with an audit process that checks on the source of our "direct" clients eliminate this possibility.

I feel very privileged to have such experienced people as part of my Board, advising me, making me look at issues from different angles, and cheering me on. I learn a lot from the issues that other members bring to the Board as well and the best part is, I can take part in our sessions from the comfort of my own office.

Johane Desjardins
Vibe SMG

PeerSight Platform

Peer Boards to Annuitize Client Relationships

PeerSight FAQs

Q: How does enrollment work?

A: Simple. Your client/prospect completes a “quick” online application form branded for your organization. A generic copy of the form can be found under the apply tab on the PeerSight website. As part of the process, (on your behalf), we conduct an application interview to qualify candidates and more importantly to make sure we place them with like minded board members.

Q: How does the platform implementation process work?

A: Implementation of the PeerSight Platform progresses over several steps.

1. **Marketing and sales analysis** – A quick but in depth exercise to determine how our partners currently market and sell to their client base. This facilitates rapid customization and implementation of PeerSight’s marketing and sales tools to increase partner’s and PeerSight’s sales ROI.
2. **Board formation / marketing and sales process execution** – Marketing and sales to a Partner’s prospective, existing, and former clients to form advisory boards. Important considerations include the revenue size, age, and industry of prospective board member’s companies and the business sophistication of the member themselves. Timeline of the process typically ranges from 2 – 3 months with time investment from partner’s minimized by PeerSight’s involvement.
3. **Board member and facilitator orientation** – Board member’s orientation focuses on establishing expectations and norms for participation in the advisory board environment i.e. how to get the most from meetings, hosted tools, and thoughts as to how the group will grow.
4. **Board launch** – First series of meetings designed to rapidly familiarize each member with each other’s business, specific 90 day challenges and 3 – 5 year growth plans / expectations.