

S P A R K

magazine
QUARTER 1, 2023



Industry Awards

What an honour to be invited, let alone receiving awards. We really do work in a special industry.

Promotions

We had so many promotions and huge efforts. To set it in stone, we put them all in here; so you too can learn some principles of success.

Notes From Newcastle

Jaime sums up the quarter from the perspective of the first BOLT expansion in 'Notes From Newcastle.'

Port Macquarie Road Trip

Getting to travel around Australia, visit beautiful cities all while helping our clients achieve their sales goals... What a gig!

By The Numbers

A recap of the real metrics; highlighting the impact that our sales team make for our clients. Spoiler alert, it's huge.

Notes From The Director

Managing Director, Tom Gimpele, breaks down the quarter through his own eyes.

The background of the page is a photograph of a modern office or event space. It features several large, circular, illuminated pendant lights hanging from the ceiling. In the foreground on the left, the back of a person's head and shoulders are visible, wearing a blue suit and a light blue tie. To the right, a group of people in business attire are standing and talking. The floor has a patterned carpet with large, dark, organic shapes. The overall lighting is warm and modern.

Q1 FOREWORD

W

hat a way to start a year! Fantastic road trips, amazing experiences and plenty of new records set.

Thank you to the whole team for such a special quarter. In my 3 years at BOLT we've seen plenty of trials and tribulations. Far more than your average young business. COVID in 2020 forced us to temporarily close our doors, but opened many other opportunities and introduced us to new faces. It's crazy to see those new faces grow and evolve within the business, taking us to new levels.

This magazine is not just a summary of facts and figures. It is a collection of stories and perspectives that reveal the human side of our business. It is a way of documenting the journey of our business and preserving the moments that matter.

If the first quarter sets the tone for the year, we ought to be excited for what's to come. Expansion and execution of new projects that have been brewing, will continue to evolve the landscape of the business into Q2.

But, this magazine won't concern that. We want this to be a retrospective. A turn-back in time. Perhaps we will look back on this time in 5 years as slim pickings and we'll think about how much bigger we've grown. Perhaps not. Noone is sure. What I am sure about: You don't realise it's 'the good old days' until you pass them. Let's give everyone their flowers today.

NIC COULTER

Editor



Let's jump into the highlights
of the quarter that was.



NEWCASTLE TEAM



EXPANSION RECOGNITION

Congratulations



Newcastle is our first expansion, and although not without difficulty, it has been a resounding success.

NEW BEGINNINGS FROM NEWCASTLE

Jaime, the spear-head of the Newcastle Expansion, gives insight and updates from down south. She highlights some of the most special efforts from their new team members.

Newcastle's Quarter 1 can be described in one word; development. Development of people. Development of systems. Development of processes. We've seen insane growth, but also managed to carve out time to build upon our team and their skillsets.

The Quarter certainly had its ups and downs. Fortunately, plenty more ups and we left the quarter on our highest heights yet.

Our biggest barrier since expansion lied in the recruiting of new talent. It's always been the most difficult piece of our puzzle. I wouldn't say we've overcome that barrier yet, but we are certainly making strides.

For instance, Oli has been a stand out in the team. His natural talent for the sales game revealed itself in the latter part of last year. But in the last few months, his efforts towards strong personal habits has taken natural talent and pushed it through to a career with a bright future. Perhaps there's a lesson for all of us in there. Talent only takes us so far; it's the commitment to the personal progression that levels us up.

As an aside, I want to also thank Beth, Tom and Taylor for helping us in building out the recruitment and training resources which has helped us in putting the team on the front foot in pushing the barriers.

Not to mention, we did plenty of networking and travel. Road trips on top

of road trips, including visiting the Gold Coast office, and introducing our team to the OG Gold Coast squad was exciting and I think it solidified the scope of the business to our relatively fresh team.

Speaking of large scope; Industry Awards was no doubt the highlight of the quarter. I want to thank the team, because we received the Expansion Recognition award and I received an award for leadership excellence. The secret to great leadership lies in having people that are open and willing to be led; so thanks to the team.

I also had the privilege of speaking as a panel member. Granted there were a few nerves speaking in front of a crowd of 300, but I wouldn't change it for the world, and I hope those that saw the panel got some value out of it.

Rubbing shoulders with some legendary sales professionals, leaders and businesspeople while staying in the beautiful W Hotel in Brisbane; what more could one ask for.

So thanks to Newcastle and Gold Coast team, what a Quarter. Onward and Upward. If the first quarter is any indication of what a year has ahead, I can't wait to see what's to come.





Anthony's promotion was driven by his un-ending enthusiasm and willingness to learn.



Oliver was made the first of the Newcastle team to get promoted in Q1.

PROMOTIONS

We wanted to take a moment to congratulate the progression within the business over the quarter. Obviously, this progress pulls the whole team forward. In this business, the success of the individual doesn't take from others merits... it sets the bar. Personal progression of individuals makes space for those around to improve further, and increases our training capacity.

This is perhaps best personified in Isaac's promotion to Sales Trainer. Isaac has built

himself a small team that has levelled up to become one of the, most impactful teams in the company. This progression was all in the space of Q1 alone. When you have Isaac's work ethic, it's amazing what can be accomplished in a mere 3 month period.

Oli managed to scoop up the first sales leader promotion out of the Newcastle team for Q1. His affinity for sales talent has been pretty clear from the start, but his personal habits have been dramatically improved, further driving his sales success.



Isaac is always the hardest worker in the room, so him progressing to a new level and building a bigger team is a proud moment for all of us that have watched him grow within the company.



Sam's promotion came after a massive 35 sales in Port Macquarie!



Michael's promotion came after a strong start to the year, especially in the last two-weeks of January.



Tom and Jaime receiving Expansion Recognition

INDUSTRY AWARDS

In late march, we were blessed with the opportunity
to attend the biggest event of the year in our industry;
the Industry Awards

Hosted at the W Hotel in South Brisbane.

As expected, industry Awards was a smash. It was a beautiful opportunity for the team to network with fellow sales agents from Australian and New Zealand. For the newer guys, walking into a room of 300 and introducing yourself can be daunting. But it's a worthwhile endeavour for those who make the most of and many build connections that last a career. As a collective we won 15 awards. These include an expansion recognition (as pictured) several Sales Excellence and Leadership Excellence, as well as a nomination for Marketing Company of the Year. This places us among the most knowledgeable and talented sales businesses across Australia and New Zealand alike.



A cheery team; excited before the awards starting

Congrats to our Award Recipients

Sales Excellence

- Matt Robinson
- Isaac Jenkins
- Jack Sayer
- Kayla Hinde
- Jaime Enseleit
- Taylor Lepre
- Peter Wolfenden
- Ethan Watts

Admin Excellence

- Beth Freeborn

Leadership Excellence

- Matt Robinson
- Jaime Enseleit
- Taylor Lepre

Company Awards

- Expansion Recognition
- Sales Excellence
- Marketing Company of the Year (Nominee)



Tom speaking about the dunning-kruger effect & how it relates to members of the industry.



A ROAD TRIP TO REMEMBER

Our Trip to Sell in the City of Port Macquarie

Have you ever been to Port Macquarie? If not, you are missing out on one of the most beautiful places in Australia. Port Macquarie is a coastal town in New South Wales, about four hours drive north of Sydney. It has stunning beaches, lush rainforests, friendly locals, and a vibrant culture.

Perhaps it was due to this sheer beauty, or just due to the talent of our sales team, that the road trip to Port Macquarie was such a successful one. Strong sales figures were an obvious success of the trip, but so to was the networking and leadership development that came from the trip.

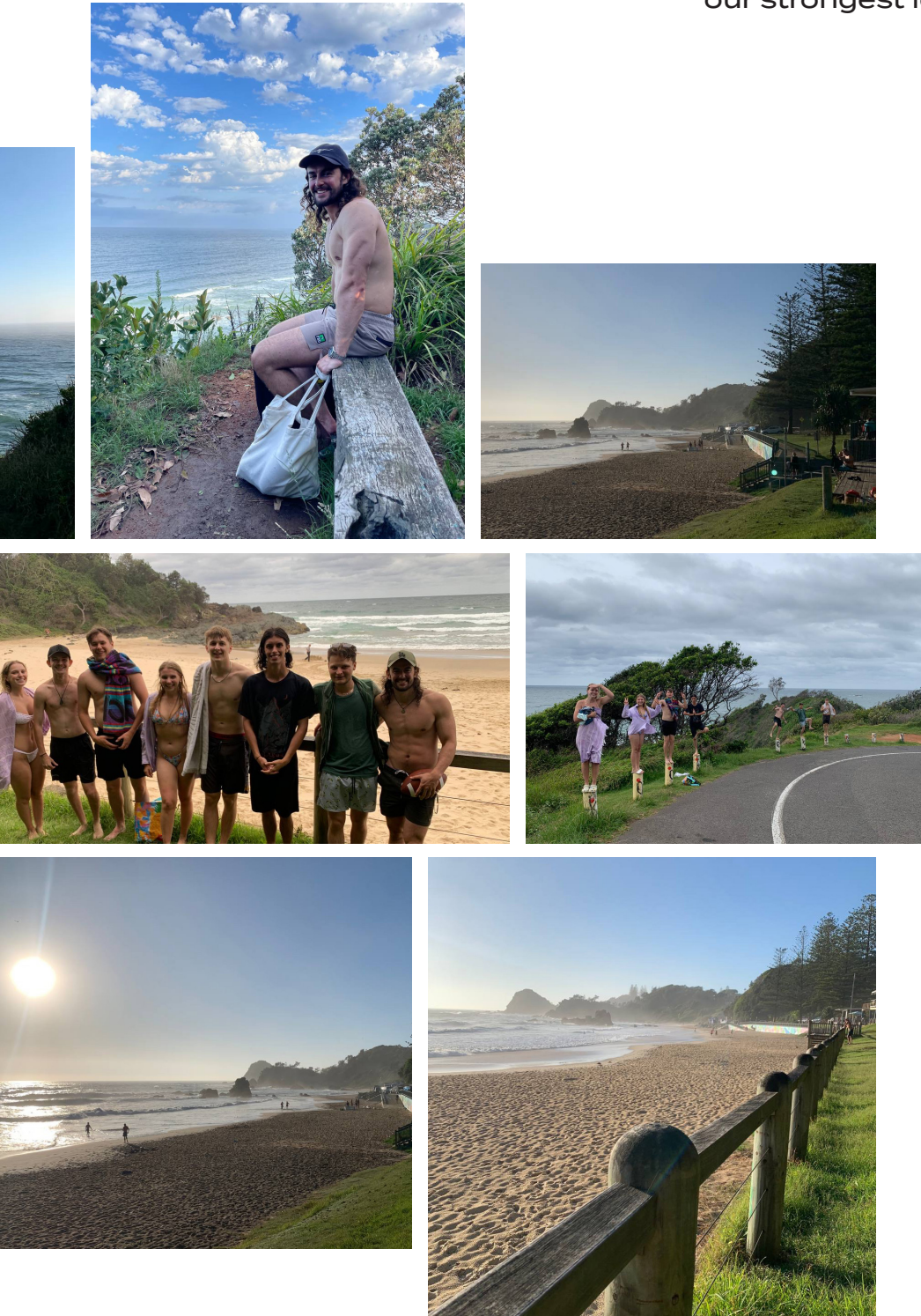
Tom captained the trip. Sam became the strongest new leader on the block, high-rolling the road trip with 35 membership sales for the week. (His biggest week ever.)

In fact, this week was the catalyst for his promotion to Sales Leader, and his further development, building a small team over Q1. It would be naive to expect anything less than a massive Q2 from him and his budding team.

In total, the team talked to 1188 Port Macquarie locals on behalf of the client, and sold a membership to 169 of them. This generates powerful ongoing revenue for the clients, and the team achieved this while having fun amongst the beautiful beaches of Port Macquarie.



Port Macquarie was a catalyst in developing strong sales leaders, like Ethan, Sam and Jacob. Kayla's efforts in organisation and training were stretched further also, cementing her as one of our strongest leaders in the business.



2861 (+\$74,021)

**NEW
MEMBERSHIP
CUSTOMERS**

250+ HRs online

\$1,430,000



CUSTOMERS

This quarter, we sold 2861 subscriptions and \$74,021 in one-off retail sales. In terms of sales volume this generated was our largest quarter ever, which is a great sign we're trending in the right direction.



TRAINING

We pride ourselves on our staff education, from our online coaching program, to one on one development meetings. On our online platform alone we managed to clock over ~250 hours of training as a collective.



VALUE GENERATED

We were proud to generate a whopping estimated long-term value of ~\$1,430,000 for the 3 charity-based organisations we worked with over the quarter. This provides crucial funding to organisations that do incredible work in communities across Australia. This is the most rewarding part of our work - helping clients reach their big goals o making a difference.

NOTES FROM THE DIRECTOR

Managing Director Tom covers it all; highlights, challenges and notables from the quarter.

I'm excited to share some of the successes of this quarter - which have set us up for continued strong growth into 2023 as a whole. We achieved our biggest week, month and quarter (in total sales volumes) as a company in the last quarter of 2022 so a big focus for BOLT was continuing that momentum into the new year.

Getting the first couple of months of the year right can be tricky... when everyone is trying to recover from a few weeks of festivities and just remember to write down the correct year for the date. I still have PTSD from years gone by of January's where we didn't quite hit the ground running but this year (and for the past few) we managed to start the year with a bang. Ironically, January ended up being our biggest month ever in total sales volume so we definitely "got the monkey off our back" early. February and March trended in a similar fashion - although not quite the dizzying heights of January.

A big focus for us over the past 6+ months has been bringing the next generation of leadership talent through in the business - across both locations. Naturally, with the expansion into Newcastle and starting another campaign, we've stretched our leadership talent pretty thin across various parts of the business so the only sustainable solution to this problem has been developing more leaders. This "stretch" has given us (or

forced us - "necessity is the mother of all invention", right?) the opportunity to provide our up-and-coming leaders more responsibility and in turn allow them to sharpen these skills.

We clocked 16 separate business trips across the period... so we sure did get around. I was personally pretty excited to tick off 5 new locations we sent teams to that we had never traveled to before. One of my personal goals is to eventually tick off a trip to every reasonable destination along the east coast of Australia - so another 5 locations definitely helps although there's plenty more turf down in the southern regions we've yet to conquer. We have plans to expand into the southern NSW or Victorian markets early 2024 so this will help us explore the only uncharted waters left for us.

The Industry Awards event was definitely an event to remember. For myself, it felt a little more familiar to the big events we were accustomed to before the world shut down in 2020. Seeing the industry come together to collectively celebrate and recognise each others efforts gave me a warm feeling of how far we've come and some excitement of where we're headed... Bring on Q2.

Jaime, Isaac, Matt and Kayla all received awards for their leadership. These were all great experiences for them to showcase their skills and abilities, and to learn from new challenges and environments.

(From Left to Right) Peter, Matt and Jack at the Industry Awards.



Badminton team nights are the best team nights.



Executive steaks.



Industry awards isn't all serious.

A QUAR PICTU



Zeus, our remote admin, hit three and a half years with the company, at the same time as completing his first iron-man race



Our nomination for Marketing Company of the Year was special, being one of the top 10 nominations in the industry

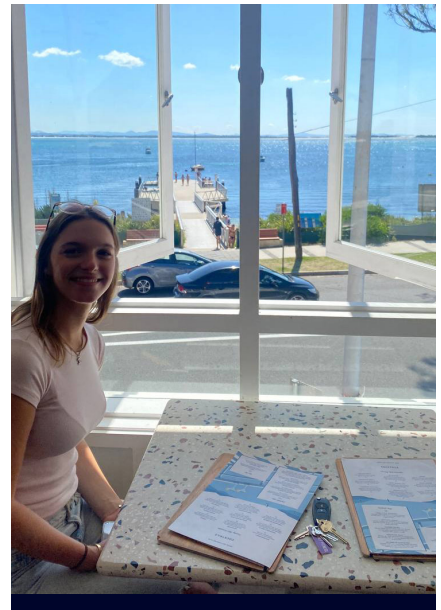
A quick snap on a hike after a successful week in Port Stephens

ATER IN URES



Business trips with beautiful backgrounds

Weekly planning and catch-ups in Port Stephens with a view.



on for the
company of the
cial, putting us
o sales profes-
e country.



Tom receiving the Marketing Company Sales Excellence award on behalf of the team.



Tom, Kayla and Jack networking.