



MEDIA RELEASE

The Prime Advisory Group blitzes field to take out 10X Focus Award at annual conference

Chatswood accounting firm **The Prime Advisory Group** has won the **10X Outstanding Achievement Award – 10X Focus** at the annual 10X Conference held on the Gold Coast last week.

The award was presented to business coach Simon Whitaker by Nic Clark, CEO of 10X Limited and Ryll Burgin Doyle, Chairman of 10X Limited, to recognise The Prime Advisory Group's excellence in utilising the Focus business coaching product.

The Focus business coaching product is a one on one coaching program, for business owners or managers, which focuses on a specific area of the business that needs attention. The current areas are Sales, Marketing and Team.

The Prime Advisory Group and 10X Chatswood business coach Simon Whitaker said the win reaffirmed his team's commitment to Chatswood SMEs.

"Winning the 10X Focus award was great, but for us, the strength of our business is only as strong as the quality of results our clients achieve."

"What we've done is to assist our SME clients to achieve immediate results through short term business coaching."

"We're thrilled that in our 18 months of operation we've been able to see some clients achieve an increase in revenue and sales by 50% per cent in only three months."

10X Limited Executive Chairman Ryll Burgin-Doyle said The Prime Advisory Group's win demonstrated their commitment to their clients and local business community.

"We are excited to recognise and honour the hard work of The Prime Advisory Group's team through the presentation of this award," Mrs Burgin-Doyle said.

10X Limited CEO Nic Clark said the event allowed firms to 'Get Connected' better with their clients through the introduction of new technology, collaboration and the newest programs to make a difference to help SME's grow.

"The conference was the perfect forum for us to launch several exciting initiatives including new business planning tools and leading edge business coaching tools to make a very real difference" Mr Clark said.

For information about **10X Chatswood** and how we may be able to assist you in your business please visit <http://www.10xchatswood.com.au>

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10X Limited (10X) is an Australian company that delivers innovative business coaching, growth and improvement solutions to thousands of SME's via its network of leading Australian and New Zealand accounting firms. 10X has successfully worked with 68 Australian and New Zealand accounting firms and assisted approximately 15,000 SME's over the past 3 years. The 10X model allows a proactive accounting firm to successfully add a Business Development division, growing their own firm by helping their SME clients grow their businesses through increased services such as the flagship '10X Coaching Club' and 'The Edge: Gaining the Unfair Advantage and Increased Profits' large business events.

For more information, please visit <http://www.10x.com.au>

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