

CALIBRE.

BUILT DIFFERENT. BUILT TO LAST.

PROGRAMME OVERVIEW

The Business Programme for Trades That Mean It

Eleven training modules plus a bonus module. Sixty-seven editable templates, scripts and calculators. One complete operating system for a trades business that makes real money — and runs without consuming its owner.

INSIDE THIS OVERVIEW

- Who CALIBRE is for — and the problem it solves
- Exactly what you get: modules, templates, tools and AI
- Why this format beats the \$15,000 seminar circuit
- How to choose your level of access

CALIBRE Business Programme

calibre.abacusai.app

Great on the tools. Trapped in the business.

You can build. That was never the question. Whether you're a builder, electrician, plumber, painter, landscaper or any other trade — somewhere between the first van and the current workload, the business quietly became a job that owns you: quotes priced on gut feel that win the work and lose the margin, an unanswered phone leaking leads, jobs that only run smoothly when you're standing on them, hiring by hope, and growth that just means more hours. CALIBRE exists for exactly this owner — the trades or construction business across New Zealand and Australia doing good work that has outgrown the way it's being run.

THE CALIBRE POSITION

Your trade got you here. It won't get you out. The way out is a business that runs on systems, prices on numbers and grows on process — not on the owner's weekends.

WHAT YOU GET

A complete operating system — not a pep talk

CALIBRE is built as eleven training modules plus a bonus module. Each module is an in-depth, worked-example training guide paired with editable Word templates, so every idea lands as a tool you use the same week — 67 templates, scripts, calculators and checklists in total.

Module	What it installs	Toolkit highlights
1 — FOUNDATION	The owner's operating rhythm: vision horizons, time audit, default diary, strategic plan on a page.	Strategic Plan on a Page, Owner Time Audit
2 — PROFIT	Pricing on real numbers: markup vs margin, break-even, back-costing, 13-week cashflow.	Profit Calculator, Cashflow Forecast
3 — ACQUIRE	An 18-step sales process with full scripts, qualification and quotes that present as action plans.	Sales Scripts, Quote Presentation Document
4 — AMPLIFY	A marketing engine: avatar, referral programme, testimonials, one-page marketing plan.	Marketing Plan, Referral Programme
5 — OPERATE	Delivery without the owner on every site: A-Z job checklist, variations discipline, QA gates.	A-Z Job Delivery Checklist, Variations Pack
6 — PEOPLE	Hiring, onboarding, scorecards, performance and growth — a team you lead, not chase.	Role Scorecards, Interview Guides
7 — SCALE	From operator to owner: growth readiness, accountability chart, new revenue engines.	Growth Readiness Ladder, Innovation Map
8 — ELEVATE	2026-era technology and AI: automated proposals, AI receptionists, digital compliance, HSE & QC, the owner's AI assistant.	AI Prompt Playbook, Tech Stack Selector

9 — SELL	The psychology of winning work: persuasion principles, body language, objection handling, negotiation frameworks and follow-up discipline.	Objection Response Cards, Sales Scorecard
10 — PRESENCE	Your brand sells before you open your mouth: vehicle wraps, workwear, social media strategy, Google Business Profile, proposals and print collateral.	Brand Touchpoint Audit, Content Calendar
11 — SECURE	Win it. Lock it. Get paid: guarantees that remove client risk, scope and variation discipline that protects margin, and a debtor control system that gets invoices paid on time.	Guarantee & Offer Builder, Debtor Control System
BONUS — COMMAND	Your monthly financial operating system: a money rhythm you run in under two hours a month, benchmark traffic lights that rate the numbers for you, a margin-leak locator, and the three growth levers that tell you exactly what to fix first.	Monthly Money Meeting Pack, Growth Levers Calculator

■ The \$15,000 seminar — without the seminar

Programmes covering this ground are typically sold as coaching memberships at **\$15,000 or more per programme**, built around a year of in-person seminars, flights and time off the tools. The training is real — but you pay a premium for the room, and most of it predates the AI tools now reshaping how trades businesses operate. CALIBRE takes a different position:

Everything, on day one

No drip-feed, no next-quarter event. Every module and all 67 templates download instantly, each with a 30-day implementation plan.

Built for 2026

A dedicated bonus module on AI and digital transformation — automated proposals, AI receptionists, digital compliance — content seminar-era programmes don't have.

Tools, not theory

Every concept ships as an editable template, script, calculator or checklist. You're not taking notes; you're installing systems.

A fraction of the price

Less than most coaching memberships charge per month — no travel, no time away from the business, nothing to renew.

The honest maths: win one additional decent job, lift margin on a single project by a few points, or stop one payment dispute, and the programme has paid for itself many times over.

■ Choose your level of access

Tier	Included	Best for
Starter Pack	Modules 1, 3 & 5 plus 20 editable templates.	Testing the water on the three highest-impact systems.
Pro Programme	All 11 modules plus the bonus COMMAND module and the full 67-template library.	Owners ready to install the complete system.
Elite	Everything in Pro, plus the template library rebuilt with <i>your</i> logo, colours and business details, and your own Personal AI Assistant.	Businesses that want it branded, AI-powered and deployable on day one.

BUILT DIFFERENT. BUILT TO LAST.

You've already proven you can build for clients. CALIBRE is where you build the thing that matters most: a business worth owning. Built for trades businesses across New Zealand and Australia. Get started at **calibreviral.com**