

# BUSINESS GROWTH DNA BLUEPRINT

## Your Money Model

<p><b>Financial Management</b> Cost management Strategic sourcing Supply agreements Measure conversion rates No discounting</p>	<p>Increase prices Just Noticeable Difference strategy Point of sale material Charge consulting fees Promote service agreements Measure conversion rates</p>	<p>Train your team Practise sales scripts Train your clients Create a quality image Seek higher quality clients Manage low quality clients</p>	<p>Offer different levels of service Set an average value per sale goal Measure the average value per sale Team incentives for larger fees earned Give away high value low cost items</p>
<p><b>Purchase Frequency</b> Deliver exceptional service Identify your moments of truth Under promise and over deliver Deliver consistently and reliably Keep in regular contact Inform customers of your entire range Increase your range of services</p>	<p>Increase your service levels Offer service agreements Regular newsletter &amp; website updates Market to past clients Accept pre-payments Always arrange a follow up Communication schedule Direct mail special / seasonal offers</p>	<p>Reminder systems Special occasion cards/gifts Exclusive offers for clients Access to exclusive material Personalised promotional gifts Information nights Socialise with clients Provide a menu of services</p>	<p>Cooperative promotions Sell other peoples' products and services Cleanse your database Team training</p>
<p><b>Reduce Inventory or Work In Progress</b> Better workflow system Workflow scheduling to meet sales targets Communicate seasonal specials Client specials on new products / services Telemarketing campaign Team incentive promotion Write down / off Lower work in progress</p>	<p><b>Reduce Debtors Amounts</b> Reduce trading terms Payment in advance Specific payment date on an invoice Get deposits in advance Offer different payment methods Fee funding Hire a debt collector Change invoice design to drop 30 / 60 / 90 day reference</p>	<p>Offer better terms for up-front payments Charge interest for outstanding debt Introduce Service agreements List potential objections and script responses Create up-front payment scripts Robust debt collection system Credit checks on new clients Understand court collection requirements Issue Warrants</p>	<p>Slowing Creditor Payments Monitor creditor situation Negotiate better terms Speak with your suppliers Talk suppliers through your business plan Look for better deals with other suppliers</p>
<p><b>More Profit Drivers</b> Performance Monitoring Authority Structure Return on Talent Budgeting Payment Systems Daily/Weekly cost breakdowns Allow prepayments Up sell Cross sell Arrange easy finance Allow eftpos, cheque, and credit card Reduce team size</p>	<p>Stop or reduce overtime Reduce unnecessary management Reduce directors fees Efficiency, productivity, and time management Negotiate employment agreements Team incentives based on margins Reduce duplication Know your actual costs Set monthly expenditure budgets Introduce purchase orders Better negotiation skills Reduce all costs by 10% Reduce rework</p>	<p>Decrease range Rent idle space Promote idle capacity to fill it Work 2 or even 3 shifts Work from home Create a mobile business Re-finance Charge for a finance facility Review existing technology Invest in new technology - e.g. Cloud &amp; VOIP Systemise the routine, humanise the exceptions</p>	<p>Employ people in house Outsource non core activities Move premises Pay cash rather than loan interest Only buy what you need Use a company credit card for Rewards &amp; interest free periods Rent for maximum tax write off Keep overheads to a minimum Stop running ads that don't work Measure everything Regular/timely accounts Return on marketing investment</p>

## Your Unique Advantage

<p>Ability to identify problems Ability to solve problems Create a powerful brand Written Guarantee Peace of Mind Promise Define your Unique Selling Proposition Increase range or variety of services Provide quality service Create a benefits list Use testimonials Before &amp; After case studies Example scenarios Quality brochures Info sheets / booklets Added Value Offers Menu of Services Team Member Profiles Write the company's story Write client stories Display Awards / Certificates Your People Your Culture Your Values Your Purpose Your Reputation Competitor Analysis Online Customer Service Your Intellectual Capital IP Protection Elevator pitch Strategic SWOT Analysis</p>	<p>Update On-hold Messages Use SMS reminders Reception Displays Payment Plans &amp; Financing Payment options Press Articles Create better proposals Promote your purpose &amp; vision Use Prospect Questionnaires High Dress Standards / uniforms Practise sales scripts Greet prospects and use their name Your introduction script Understand the trust equation Ask questions, pause, listen Provide ideas and advice Highlight the value you can deliver Increase product knowledge Define the Buyer Utility map - simplicity - risk - environmental friendliness - fun and image - convenience - customer productivity Up sell, cross sell, down sell</p>	<p>Be clear on next steps Use emotion to sell your solutions Follow up, follow up, follow up Ask for the sale, Confirm the sale 1300 number &amp; reply paid address Provide refreshments Easy buying steps Survey past clients Provide a first time buyer's incentive Office, vehicle, team appearance Use of scarcity F.U.D. Factor - Fear, Uncertainty, Doubt Pain vs pleasure principle Stay in touch, cards, newsletters Company Profile &amp; business cards Gimmicks with direct mail A gift voucher towards purchase Set sales targets Define the Buyer Experience Cycle - Purchase - Delivery - Use - Supplements - Maintenance - Disposal</p>	<p>Create package deals Gift with purchase Make sure clients know your full product/ service list Build rapport Customer incentives for bigger purchases Educate on value not price Phone mail phone strategy Benefit statements - WIIFM Sales forecasting Asking the right questions Handling objections Advertorial vs institutional advertising Networking events Public relations AIDA formula Radio advertising Pay per click advertising Prospect follow up Offer a sample, book, free service Price corridor of the masses Review your business model Investment in R&amp;D Mergers and acquisitions Collaboration Define your unique voice</p>
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## Business Risk

<p>Conduct a Risk Assessment Create a Risk Management Plan Create a Business Continuity Plan Create a Disaster Recovery Plan</p>	<p>Create a plan for suppliers and vendors Formal documented procedures Training for all employees</p>	<p>Test all plans every 12 months Customer complaints handling procedures Succession Planning</p>	<p>Adequate insurance cover Structuring Business Planning</p>
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## Your Purpose And Vision

<p>Clear Values List your values Create commitment statements</p>	<p>Vision Setting Define your core ideology Envisioned future 10-30 year Goals Start with the end in mind Describe - next 12 months - next 3 years Describe what you've achieved</p>
<p>Clear Purpose What motivates you? What inspires you? Why do you do what you do? Why do you exist? What juices you? What are you working towards?</p>	

## The Right Customers

<p>Finding The Right Clients Monitor technology changes Monitor the macro environment Monitor political environment politics Monitor consumer values Monitor the economy - macro economy Industry research Existing customer research Identify industry gaps Monitor legislation changes Create new problems Monitor changes to regulations Monitor global business changes Monitor demographic changes Look for radical innovations Look for process innovations Look for new ways of doing business Engage a futurist Look for persistent problems Look for niche markets Look for emerging trends Read widely Scan the world media for trends</p>	<p>Monitor customer perceptions Access university research 5 Competitive Forces analysis Competitor analysis Look for lifestyle changes Look for changes in how people live Look for changes in how people work Look at your industry value chain Find chaos, confusion, inconsistencies, gaps, vacuums Monitor industry incubators Monitor research projects Monitor patents Trade publications Monitor generational trends Monitor lifestyle trends Monitor demographic trends Review census stats Review ABS stats Monitor Government initiatives Monitor Government spending Monitor Government reports Use library resources</p>	<p>Buy syndicated research Stakeholder analysis Monitor the ecology Monitor socio-demographics PEST Analysis Develop a surveillance system Consult with experts outside your field Monitor critical events Run focus groups Customer surveys Brainstorming 5 Whys What if analysis Use clipping services Use RSS feeds Industry gap analysis Look for knock on effects Look for lags in an industry Slow responses Monitor new discoveries Look at high growth businesses Look for waste</p>
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<p>Reaching The Right Clients Attracting clients using magnets Classifying clients and prospects Implement a strong CRM system Local Newspaper Advertising Daily Newspaper Advertising Television Advertising Radio Advertising Magazine Advertising Trade Journal Advertising Newsletter Advertising School Newsletter Advertising Community publications Publication Inserts Public Relations Press Releases Letterbox Flyers Catalogues Yellow Online Listing True Local Listing Online Directories Buy database lists Direct Mail Campaign Tenders Billboards / Posters</p>	<p>Taxi screens / backs Cinema Advertising Sponsorships Post Cards Signage Vehicle Signage Sidewalk Signage Window Displays / Signage Location / passing trade POS material/displays Reception video displays Community publications Stickers and tags Fridge Magnets Promotional Gifts Branded lollies Govt contracts and programs Uniforms / name tags Business Cards Networking Functions Business Development staff Telemarketing support Cold Calling / Mailing Competitions Surveys</p>	<p>Publish a book Seminars &amp; events Trade shows Open Days &amp; Sign on Days Fundraising Campaigns Market Days Change / Open more locations Trade longer / Different hours Expand your reach Team selling incentives Referral System WOM marketing Testimonials Case studies Target better prospects Print advertising Industry blogs Understand client lifetime value Lead qualification criteria Client focus groups Understand the Buyer Experience Cycle Partnering Strategy Alliance Strategy Library Research Social Media strategy</p>
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## Your Value Delivery System

<p>Scalability Systems Structure People Enterprise Information Systems Project Management Intranet / Cloud capability Flowchart processes CRM &amp; Customer database Franchising / Licensing</p>	<p>Channels to Market Website Data Mining Agents Franchises Licensees Direct sales Create a channel map List of all channels to deliver products to customers</p>	<p>Look at feeder systems Increase number of outlets / access points Beware of channel conflict Offer channel incentives Different channels for different market segments Develop rules of engagement Different brands for different channels Different service bundles for different channels Create a board of advisors Engage channel partners in creating marketing strategy</p>
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## Your People

<p>CHAMPION Team Development  C - Compelling Purpose H - High Performance Culture A - Accountability is a key value M - Clarity around the Measures of Success P - Passion is a powerful motivating force I - With Inspiration teams can move mountains O - Objectives keep the team focused N - Nurturing team members to develop their skills and capabilities</p>	<p>Flexible Work Conditions Emotional Intelligence awareness Learning strategy / personal development Leadership development Train entire team in sales/service Provide team incentives Team commitment activities Team engagement initiatives Telephone handling skills / scripts Flexible workplace Fun in the workplace Exit Interviews Succession Planning Team surveys Career development and Training Clearly defined policies and procedures Diversity policy</p>	<p>Remuneration - financial - wages - salary - commissions - bonuses - non-financial - advancement - variety - responsibility - challenge - recognition Induction Process - Checklist - Welcome pack - Induction Skills Development Form - Buddy system</p>
<p>Management Team Audit Human Resources administration system Recruitment policies and process Retention strategies Team performance benchmarks Clear Cultural Cues Performance Appraisals</p>		

## Innovation

<p>Idea Generation sessions Opportunity Evaluation process Staff suggestion programs Customer suggestion program Supplier suggestions Seek client feedback Seek staff feedback Seek supplier feedback</p>	<p>Create accessories and supplements Look for additional non utility value Complementary products Design improvements Implementation improvements After sales support improvements Client appraisal form New product development</p>	<p>New service development New business concept development Brainstorming Attend industry conferences Hold innovation days Training in creative thinking De Bono's Six Thinking Hats</p>
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