



How Important are Systems in Your Business, Team, and Your Outcomes? (4-4)

What Does a Great System Do?!

In meetings all over the world business marketers and sellers have painted the perfect-world picture in full color magic marker ink on whiteboards. They draw out how you can earn a great income with their company, products and/or services, and then set you loose.

Some companies do teach and train on sales. Other companies provide some great training, but many do not outline the realistic steps, what kind of steps, what to say, where to get your prospects, how to build a successful business, and how to get where it is that you want to go. They do not give you the tools to build your business with.

Our company provides methods, tools, support, and service that help you in your business.

A True Story

In 1954 a man named Ray was 52 years old. He mortgaged his house and invested his life savings to buy the exclusive rights to distribute a machine that could mix five milkshakes at one time. He dreamed of wealth.

Ray heard about a hamburger stand in California that was running eight of these machines. He headed for San Bernardino to see for himself. If he could find out how they were selling so many milkshakes, he could share the idea with other restaurants and sell a lot of mixers.

What He Saw

Ray had never seen so many people served so quickly when he pulled up to look. Seizing the day, he pitched the idea of opening several restaurants to the brothers who owned the restaurant, convinced that he could sell eight of his multi-mixers to each one.

The rest is history!

By 1963, more than one billion hamburgers had been sold, a statistic that was displayed on a neon sign in front of each restaurant.

Ray Kroc, building on a restaurant management system developed by the McDonald Brothers, revolutionized the restaurant industry. He did it by refining operations into easily replicable processes.



Can you begin to see the picture?

Instead of simply supplying franchisees with milk-shake formula and ice cream, Kroc sold his new partners a system.

That is why we have developed this tried and tested Training “Steps for Success” Book, provided on-going means of communications, provide continual training and conference calls for our team, developed a professional informational website to understand the process, provide SOPs, best practice, procedures, documents, and other necessary documents, and help you along the way as you develop your business as a member of our company.

This was how McDonald's created a chain where locations around the world mirrored the McDonald's image and serve food of the exact same size and quality required by consumers in each country.

It defied all traditional logic.

McDonald's, now a worldwide icon, is operated entirely by teenagers, working at near minimum wages, who know nothing about the restaurant business! The McDonald's system creates that success and it is completely independent of the skills or abilities of the employees.

Things have changed!

As you glance around the room you see that everything is different. The home you lived in before your journey to the past is completely different. It has been replaced by a much larger home. Technology has changed and continues to change. Our business world is a global market as never before. Things continue to change and the margin in business is less than ever before.

- What do we offer?
- What do companies need?
- Where do you fit in?
- What would have ...?
- What would have happened if Ray Kroc had applied his genius to another industry?
- What if Ray's "systemization" process had been applied to another business model?

You see, McDonald's system does not teach kids to cook French fries. It teaches them to push a button, twist a dial, drop a basket, and listen for a bell. Almost anyone can be taught these steps. And the steps create the same fries anywhere in the world!



Same tools, same ingredients, and same steps = same results.

It is the ultimate example of duplication. Even the system itself has been cloned many times by other companies like KFC, Burger King, and Taco Bell, all with comparable results.

What do all these companies have in common?

1. They provide consistent value to their customers.
2. Everything they do is clearly defined in their operations manual.
3. Their success does not depend on the level of skill of the workers.

You can't change history.

But you can learn from it and use what you learn to change the future. Our Steps for Success System will do just this!

Read, study, and apply all the principles in our training and you will see a significant difference in your business and life over time.

If you are going to achieve the kind of duplication that leads to real success, then you're going to have to have methods that work in your business.

A lot of "ordinary people" who have become wealthy from sales, marketing, financial services, insurance, and professional services, if the truth be known, understood simplicity without knowing it. They kept things simple and went out to others and showed them how to keep things simple.

With our Steps for Success System, and your commitment each day, you will be able to move forward.

Plug in, read, set your goals, and focus!

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30+ years growing people, procurement, and projects!