

SPRING 2018

Build any
business
**faster,
easier,
simpler.**

My Business Now

T H E M A G A Z I N E

HOW TO GET A
BETTER RESULT
FROM YOUR SALES OR
YOUR TEAM

WHY IS
SERVICE
IN BUSINESS,
SO BAD?

OVERCOMING TODAY
ONLY THINKING AND
**MOVING
FORWARD**

JUST ABOUT ANY BUSINESS IS ONLY A COUPLE OF STEPS AWAY FROM DOUBLING ITS PERFORMANCE AND RESULTS. BUT WHAT STEP DO YOU TAKE FIRST?

Regardless of what the product or service is, the location or the size of the business, small, medium, large and even corporate or franchised all struggle with the same fundamentals.

It's not just about the product or service, or even the best at marketing that product or service. It's everything else and more often than not what you don't do, that results on the success or lack of it, that a business has.

Far too often, businesses focus on the one sale model, concentrating only on a continuous stream of new "one sale" model customers, that maybe buy once, leaves and just never comes back. You can spend a massive amount of money and time on the ultimate marketing and advertising program which might just attract more customers, but if the service, delivery and followup just aren't there, those customers won't be back and certainly won't be referring anyone else.

It's not just about marketing alone that is the key to business growth, it's everything, but if you simply don't know what you don't know, then nothing changes.

There are in fact eight key drivers that have a direct effect on every businesses performance, results and outcome, but the challenges are, that if the owners and staffs skills aren't there, the tools and solutions aren't available that they need and there's no followup and ongoing support, the results tend to stay the same.

The fact that over 80% of all new businesses fail in their first five years and that more than 80% of customers go elsewhere for no other reason than service levels are just two of the statistics that tells us categorically that something needs to change. But what?

Mybusinessnow is a unique concept in business training, solutions and support. It focuses attention on what matters, not what doesn't. You don't need to be the best at everything, you just need to be better and to do that, you don't need to cover volume after volume of business training material, you need to cover the fundamentals that are going to get any business, a better result and build from there.

Mybusinessnow's training program focuses on those eight key drivers, and in particular,

the primary objective in each.

- **Image:** attract, attention, standout
- **Sales:** prospects, followup, growth
- **Service:** experience, engagement, retention
- **Staff:** onboarding, skills, confidence
- **Product:** improvement, innovation, interest
- **Marketing:** awareness, attraction, attention
- **Planning:** direction, design, destination
- **Management:** systems structure, support

Getting a much better result from any business isn't that difficult, in fact it's uncomplicated and much easier than most think, but it needs changes in how our teams perform, through better fundamental skills, access to solutions to do what needs to be done and ongoing support.

Welcome to this issue of Mybusinessnow, the magazine.

Attract, followup, retain.

Far too many businesses simply don't get the results they want or expect and worse, fail totally and more often than not it has nothing to do with the product or service you sell or how good you are at marketing that product or service. It has more to do with what you don't do, than what you do, that determines the success your business will have.

- 80% of all new businesses fail in the first five years.
- Most businesses operate on the "one sale model." A customer walks in, maybe buys and never or rarely returns.
- And 80% of customers that leave, do so because of service related issues, not the product!

The objective with all businesses should be to attract as many customers as possible, but then to hold onto them, get them coming back often, spending more and referring others to do the same.

It's much easier than most businesses owners think, in fact it's uncomplicated! But if you don't know what it is, what steps to take, it can be frustrating and challenging.

The solution is easy!

Mybusinessnow is a complete business training program, that focuses on the eight key drivers, too often completely missed by businesses (and most other training). It enables the business, owners and their teams to access skills and develop confidence in areas they currently lack, have access to integrated and partner solutions to tools they need and ongoing follow up and support.

Learn, promote, connect.

Our business training, solutions and support programs are delivered via live workshops, online video training and weekly email/video programs.

- Business training that focuses on the right things
- Access to integrated and partner solutions, recruit and plan better, marketing to attract more clients and manage and grow staff and client relationships
- Followup and support to ensure you use what you learn
- Information and education through our Mybusinessnow magazine, e'news and business events.

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WHY IS SERVICE IN BUSINESS SO BAD?

NOW THAT'S A REALLY GOOD QUESTION! BECAUSE IF BUSINESS OWNERS ACTUALLY UNDERSTOOD WHAT IT'S PROBABLY COSTING THEM, SOMETHING MIGHT ACTUALLY CHANGE!

There is no doubt that you could probably count the businesses where you got great service from over a year, on one hand, probably only using a couple of fingers. Most focus their attention on the three P's of marketing (as many have done for the last fifty years) price, place and promotion and yet 80% of the customers that leave us to go elsewhere, do so because of service, not the product or price, just a perception, that the supplier didn't care, poor service.

Here's just a couple of examples to give you a clearer idea of what I'm talking about.

My wife walked into a local fruit and veg shop recently, normally she would go into one of the bigger chains, but thought she would give him a go. She asked a young guy, what's the best pumpkin for a soup. He didn't look at her, just said butternut and kept doing what he was doing! Didn't even look up or stop what he was doing. Another

young girl had seen what had happened, walked over and realised that my wife was unhappy with that, and started to talk about what she does for her pumpkin soup.

We are planning an overseas trip soon, we have now walked into three of the larger travel groups, spent time there giving details and not one has got back to us, without me having to chase them up! Not one!

You seriously could go on all day, poor service, poor attitude, no followup in either service or sales, and much more all service related! How hard can this be!

So the question is why? Is there a belief that it's easier to just wait for the next customer to walk in, or who cares if they don't. Let's take the fruit and veg guy.

Let's say you spend \$50 per week on fruit and veg, but like many people, you split your

shopping. Maybe the local guy, but maybe anyone of the big chains, Coles, Woolies, or Aldi. \$50 per week is \$2500 per year plus.

Someone walks in once to buy a pumpkin, but never comes back, or gets great service and continues to spend \$2500 there every year and refers her friends, neighbours and everyone else!

What if you actually kept in touch, and email this weeks specials, and what to do with that butternut pumpkin, maybe even a recipe?

Let's take the trip and I'm about to walk into yet another agent to book it this week!

The trip will be worth at least \$7500, but we travel regularly, it won't be the last trip.

What's it worth to build even a basic relationship, and keep in touch with a prospective customer. Even get back to them?

It's seven times easier to hang onto a client, than it is to find a new one. That alone would make you realise I need to work harder on keeping my existing clients, and keeping them happy!

But there's more to service than just being nice! It fits around a number of key aspects of how building a business successfully all work together.

If all you did, was improve one aspect of your business, consider service. It's the part that lets just about every business down to some degree.

Understand that and you are miles ahead. Here are just three simple things you could do, to make a massive difference to where your business is now.



- 1** Acknowledge clients when they walk in within seven seconds. That's all the time you have for an average person to get frustrated with the lack of contact. Smile, look at them, get into a little dialogue and if your busy with another customer, tell them you won't be too long.
- 2** Add value, even look for simple opportunities to up sell. Would you like a cake to go with that coffee? Know your product, be able to give ideas and suggestions of what and how they can use it. (Like what pumpkin goes well in soup and maybe even an idea of where to get a recipe!)
- 3** And followup. Everyone can do this. It could be the difference between a client, or their friend coming back, or going to the competition instead. It's about you staying in their front of mind, not your competition.

To many people are looking for the complicated answer to getting their business really booming, more marketing, better signage or maybe discount, when in fact, it's probably about many of the things that you don't do, that stops your business from the growth and success you want.

Mybusinessnow and the Business360 program are all about training, upskilling and reinstalling many of the things that may have once been there, and support with integrated solutions to make everything work easier and less complicated.

FOR MORE INFORMATION, CONTACT US AT ERWIN@MYBUSINESSNOW.COM.AU OR JUST GO TO OUR WEBSITE AT WWW.MYBUSINESSNOW.COM.AU

IT'S THE SIMPLE THINGS THAT CAN MAKE A BIG DIFFERENCE IN BUSINESS, IT'S TIME TO UNCOMPLICATED YOUR BUSINESS AND GROW!

Hang onto your customers!

IT'S SEVEN TIMES HARDER TO FIND A NEW CLIENT, THAN IT IS TO KEEP AN EXISTING ONE, (A STATISTIC THAT'S BEEN AROUND FOR SOME TIME AND HASN'T CHANGED) SO WHY WOULDN'T YOU JUST DO THAT? HANG ONTO EVERY CUSTOMER?

Its seven times harder to find a new client, than it is to keep an existing one, (a statistic that's been around for some time and hasn't changed) so why wouldn't you just do that? Hang onto every customer?

Ongoing followup and service from just about any business, in any industry, anywhere and regardless whether they're small, medium, franchised or large, is just about non-existent.

I recently did a little experiment. A couple of months ago I bought a few things on eBay, from "local" businesses. I'm into music, have played guitar for years, so I bought a few accessories that I needed anyway.

They arrived, I'm happy with them all, price, quality and delivery all good. But I haven't heard from anyone of them (all three)

since! Will I never buy anything again, am I done, do I not know anyone else that might want something? Of course I would, but their focus is on the one off sale, without any thought of potential repeat business.

Nothing new here, that's a very common occurrence. My wife and I have travelled a bit over the years, within Australia and overseas. With overseas trips, (because locally we tend to do it all ourselves now) you go to any one of the travel agents, discuss your needs, book the flights and accommodation and whatever else and off you go. But over all the years, I have NEVER had one agent, (and I've used a few from both independent and larger franchised chains) call me back, ask about the trip, and then ask where are we off to next? So I have no relationship and I just walk into the next travel agent again! How hard can it be?

Well that's a good question, because a little while ago I asked an agent that very question. The answer was we just don't have the time to followup every client that travels with us, with another call. Really? (Seven times harder to find another client) even if I'm not going anywhere, do I know anyone else?

It would appear that 99% of all businesses simply focus on filling the funnel, making that one sale, only responding to inquiries if someone walks in, or responds to an email. But they expect the customer to do the work! Well they can, and do, but not necessarily with you!

I really don't know if following up on EVERY client that's ever walked in, or bought from you will increase your business by seven times, but surely there must be the potential of increasing by 100%, what if it was 50%, hey, how about a 10% increase by doing just one thing, following up every client, how was the experience, what next, do you know anyone that might like one too!

Building a successful business is not just about a great product or service, that's well and truly proven, it's about more, the experience, the followup and ongoing relationship and more still.

But if you have a prospect, or a customer walk in or click on, don't leave it to them to make the next move, because they won't. Your job is to followup and hang onto every lead, prospect and potential client possible.

Mybusinessnow and Business360 is all about helping businesses do more than just develop a single funneled sales and marketing channel. It's much more, and will build any business better, faster and more stable.

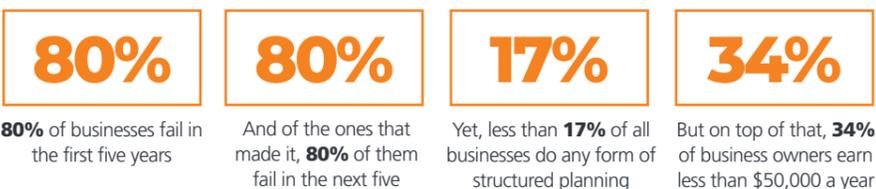
If you'd like more information on how we can help you build all key elements of your business, contact us at Mybusinessnow.com.au via our website, or email at erwin@mybusinessnow.com.au. We will followup!

The problems

To grow a business these days many people think it's about simply having a great product or service. It's not! You can have the best product or service but if no one knows about it, you won't sell a thing.

Others believe it's about the best marketing that gets the best result. That's not it either. You can have a great product that's marketed brilliantly but if the service, delivery and followup don't match, then you might sell one thing but they probably won't be back again or refer anyone else.

Businesses need to acknowledge that they need to do something different, to get a different result and if you don't, you end up looking like far too many businesses that have gone by the wayside.



The outcomes

The ability to dramatically change the performance and result of any business is much easier than most people realise. A simple change to the way key drivers of the business are done, can have a massive impact on sales, cashflow and profitability.

At the core of Mybusinessnow, is the Business360 program. Fundamental basic business skills, that most businesses don't do, totally neglect, don't care about or worse, don't know!

There are eight key drivers in the program all of which are delivered via either live workshop or online webinar training, workbook and checklist followup and ongoing support.

Everything in Business360 is built to do two fundamental things.

- > Attract more customers.
- > Keep those customers.

Far too many businesses follow the most common business process and that's "the one sale model". Someone walks in, maybe buys and never comes back.

Or someone walks in, clicks on or maybe buys once and there's simply no followup. EVER!

- 80% of businesses that go elsewhere do so because of one thing only. A perceived lack of indifference, they simply thought the business didn't care, the service was poor, or they just didn't follow up.

Everything in the business needs to change slightly, in order to change the mind set of the client. The ambience and feel of the business, the look and professionalism, the sales and service experience and the product and marketing.

- A 5% retention rate in clients can have up to a 125% effect on income.
- It's seven times easier to keep a client, than it is to find a new one.
- Existing customers on average will spend 33% more each time, compared to a one off customer and come in more often.

Here's a simple example of changing three key areas by only 10%.

- A small business has 500 clients, that spend \$100 a month and come in every month.
- $500 \times \$100 \times 12 = \$600,000$ pa
- Now a simple increase of only 10%
- $550 \times \$110 \times (1.1 \times 12) = \$798,600$ that's a 133% increase.

The little things can make a huge difference. But what do you do and how do you do it? Better client attraction and improved client retention.

That's simplified business growth.
That's Business360.



The solutions

The solution is easy. Focus on the right things that make any business standout and not the same that every other business does.

It's fundamentally about two primary objectives.

- 1 Client attraction.**
Finding more customers.
- 2 Client retention.**
Keeping more of those customers, getting them back more often, spending more and referring others.

In order to do that though, key aspects of any business needs to perform different and the objectives need to be clear:

- An image that attracts
- A sales process that guarantees growth in customers
- A service experience that ensure clients stick, buy more, more often and refer others. That's followup, client retention 101.
- A staff recruitment and onboarding process that helps build the right team.
- A product that continues to evolve, improve and innovate to keep clients interested.
- An ongoing but simple marketing campaign that creates awareness with prospects and engagement with clients.
- A plan so everyone knows where the business is going and how it will get there.
- A management and review system that ensures every part of the business and team are doing what needs to be done.

That in fact is an uncomplicated business. One where there is a simple structure and strategy, to everything that's done. A designed yet simple and straight forward outcome. Rather than constantly chasing your own tail trying to find the next idea, the next advertising campaign or the next discount that entices another one time buying customer.

Mybusinessnow is a process that simplifies the process of business growth.

Strategies

Mybusinessnow: people, planning, possibilities.
Simplifying business growth.

Every business is only a few steps away from doubling its performance, results and income. What steps do you take?

relationships, recruit the right staff, market better.

- Ongoing support and coaching. Use the tools they've learnt to grow their business.
- Time and cost effectiveness. If it takes too much time away from their job, it won't get done.
- Business community, you're not on your own.

How Mybusinessnow and the Business360 program work.

- Regular live national workshops.
- Access to integrated solutions plan, recruit better, manage staff and client relationships and marketing to attract more customers.
- Ongoing support to ensure you use what you learn.
- Information and education through our Mybusinessnow magazine, enews and business events.

OVER THE YEARS I HAVE TRAINED HUNDREDS OF SALES PROFESSIONALS AND THE ONE THING THAT I REALLY BELIEVE IS THAT ANYONE CAN SELL. IF YOU'RE ABLE TO COMMUNICATE REASONABLY WELL, BE LIKEABLE, AND PRESENT YOURSELF WELL... YOU CAN SELL. THEN OF COURSE IF YOU HAVE SOME FUNDAMENTAL PRODUCT KNOWLEDGE IN YOUR CHOSEN FIELD, YOU'LL PROBABLY GET EVEN BETTER RESULTS. BUT THE ONE THING THAT SEEMS TO GET MISSED OVER AND OVER AGAIN IS THAT YOU STILL NEED TO GET IN FRONT OF PEOPLE - AND THE MORE PEOPLE YOU GET IN FRONT OF, THE MORE SALES YOU MAKE. IN FACT, I'D RATHER HAVE HARD WORKING SALES PEOPLE WITH AVERAGE SKILLS, THAN GREAT SALES PEOPLE THAT DON'T PUSH THEMSELVES VERY HARD ANY DAY.

Sales is a numbers game, it doesn't matter what industry you're in. Sure, you can minimise those numbers and improve the results, but it still starts out as numbers. The more appointments you make, the more people you see, the more sales you'll make. There's nothing too complicated about it.

There are three key elements behind successful sales and running a successful sales team:

① **Training:** Sales (and customer service people)

need a skill set, product knowledge and the ability to communicate at a level that's at least equal to that of the client. They also need the ability to handle any challenge or objection that might stop that sale from going ahead.

② **Activity:** The ability to maximise their time in front of potential clients, the prospects and present their product, build some rapport and successfully

demonstrate how our product can fix the problem they've got.

③ **Management:** Sales professionals need to be managed from the day they start. Understanding exactly what the expectations are from the word go, eliminates any misunderstanding of performance standards.

Whether you run a sales team yourself or in fact are a sales professional, there are a few simple things that you can do to get much better results:

Train your team well

- Activity standards.
- Manage regularly, stay in touch daily if needed.

Make sure that everyone in the team is capable of having a conversation with a client, if not, keep training until they can (or replace them if they can't).

- Ensure they have the product knowledge. Running back

How to get a better result from your sales or your team.

and forth to get more information won't build confidence in the prospect.

- Get support from other successful sales professionals. Either within the company or outside. What do they do? If something works for them, there's a good chance it will work for you.

Ensure that everyone is aware of what the minimum performance standards are. If it's five appointments a day, then make sure they do it.

- Develop a reporting system that holds them and their managers accountable. If you want to know how to make more sales, start by looking at what they do all day long.

Sales people need support, but they also need regular reviews.

- At the end of the week or month, review what happened - what went well and what didn't? And then work out what's needed to get to where you want them to go.

...and one extra point:

CUT THE CORD!

If it's not working out, if they aren't getting the results and both them and the managers are getting frustrated, cut the cord. Sales people generally work in sales for one reason - the income potential. If they're not getting the results both you as the manager or they want, someone gets frustrated. 95% of the time it boils down to one thing - Activity. Just about anyone can sell, but if they don't make the effort to get in front of people, no matter how good their closing skills are, they won't make enough sales to make budget, let alone get the sales number and growth you want.

Successful growth through more sales isn't hard to do.. More often than not its either a 'skill' or 'will' issue, rarely anything else. Then once you have those new clients on board, there's more to be done to keep them, this is just the beginning.

For more information about building a successful sales team, or getting a better sales result yourself email info@smartbusinessnow.com.au

We have put together an easy to understand, simple yet effective guide for anyone or any size sales team on how to get a better result than you are now!





Clarity is the key to others understanding what you do!

Albert Einstein once said that if you can't explain something simply, you don't understand it well enough. Probably similar for far too many businesses in either getting their message across or trying to explain to someone in seven seconds why they should buy from you. Maybe if you had them tied down for thirty minutes you just might get the message across. But probably not. Clarity in what you do and why someone would buy is possibly one of the first things that needs reviewing. After all it could be the reason people keep walking past your business.

I took part in a small business expo recently and came away thinking if you can't explain what you do simply and quickly and if someone can't really get even a basic idea of what you do by looking at your stand, promotion and marketing materials within seven seconds, then it's too complicated! Maybe it's time to step back and relook at how your marketing, advertising, promoting and selling yourself or your product and service and why they should buy from you.

I've always found this with business cards and no different at the expo recently. Someone hands you their card, it's a nice looking card, name phone number, business name but what do you actually do? It's often not that clear. Exactly the same might be said about your business signage, website and marketing materials.

You've got to get a message across quickly and easily these days. You want people, prospective clients, to look at what you do and immediately gain interest, stop and want to know more and then you do the rest.

If your lucky enough to hold onto prospective clients attention for more than 30 seconds, you might just get enough of a message across to get them interested enough to hear more. If not you've got around seven seconds to get that initial level of clarity, interest and to get that prospect saying "I need to know more"!

Here's a couple of simple ideas to see if your message needs a little more clarity.

- Show someone that doesn't know what you do your business card and website. See how long it takes them to workout what you do, if they can at all and why they should buy from you.
- When meeting someone for the first time, what 30 second "elevator pitch" do you use and then how do you determine if that's of interest to the prospect.
- Can you easily tell someone what your unique selling point is, why should someone buy from you and the answer isn't price or quality.

Questions create clarity. Attraction is a key component of fundamental business growth. If your not attracting customers, they aren't aware of you or they have no idea what you do, that might be part of the reason your not getting the results you want. It might just be time to get some clarity in your image, brand and message.

Mybusinessnow is all about helping business grow. Most businesses are only a couple steps away from doubling their results within 12 months to 24 months and maybe less but what steps do you take?

For information about Mybusinessnow, our programs and support, email us at info@mybusinessnow.com.au or jump onto our website at Mybusinessnow.com.au. You can also call 0450 655 049 or text mybusiness to the same number to get a copy of our QuickCheck360 to take the first step to building a better business.

Mybusinessnow

Business growth faster, easier, simpler

People, planning possibilities.

GET READY: SIMPLIFYING THE BUSINESS REVIEW/ PLANNING PROCESS.

The fundamental objective of a business plan is simply to identify what you want to achieve and outline what needs to be done to achieve it and set achievable time frames and review points to know you're on track.

Business plans, depending on who they're produced for, can and sometimes should, include a huge amount of information. If your writing one to support financing a business project, your going to need more information than where you want to be in twelve months.

But for 90% of "owner and staff" situations, you know your business and the fundamentals about it, the key components needed are more about understanding how your clearly going to get your business to the next point you want it to get to and what's needed in terms of staff, skills, marketing, and product development.

All too often, most businesses owners simply open the door and start doing what they do and hope that it all goes the way it should and more often than not, it doesn't!

Less than 20% of all businesses do some form of fundamental business planning. Part of that is often it's just all too hard to go to the effort, spend days compiling all the information and then never look at it again. There's no surprise that coincidentally 80% of all businesses fail in the first five years, and the statistics don't get better.

The process has to be simple to do and quick to complete and easy to update and review. And it can be by simply eliminating the secondary components and focusing solely on the primary aspects that directly effect the businesses results. Keep in mind though, if your preparing a plan for a bank or advisor, then you're going to need more information, because they don't know your business.

With over 30 years in business, by far the majority of my business plans revolved around a simple one or two page process of understanding some basic key information.

- What's going on:
- Customer and product/service review
- Key driver review. Things that directly effect attraction, retention and growth.
- Basic SWOT analysis
- Where are you planning to be
- Key driver review part 2: Changes to grow.
- Skills and training needed.

Clarity creates questions and it also forces you look deeper at key drivers and aspects of your business to ensure what your saying or doing is actually the right thing, it's done the right way or even clearly defining what you do, so your prospects get it fast.

A clear review of what your doing is the first step to understanding where you want to be no how you get there.

Simply complete the details of all seven sections and you are now miles ahead of 80% of other businesses. You have a plan! Now all you have to do, is do what you said you'd do.

Welcome to Mybusinessnow.

QuickReview360

What's going on now?	
Last 12 months turnover/sales	
Maximised potential. If your business ran at 100%, what would that number be?	
Lost potential, the difference between the maximised potential and what you do now.	
12 month objective. Turnover you'd like to achieve next 12 months.	
Average number of new sales/customers per month	

Customer and product/service review	
How many customers do you have:	
Regular	
Occasional	
What's the average spend of a customer	
What's the average frequency. How often do they come in?	
Top client review (the 80/20 factor)	
How many clients are in your top 20?	
Whats their average spend?	
Product/service review	
1	
2	
3	
Profitability	
Gross profit percentage	
Nett profit percentage and dollar figure last year	
Break even point (sales that cover costs)	

QuickCheck360

Key driver review. Rate each section out of ten and what's the biggest challenge.	
Image	
Sales	
Service	
Staff	
Product	
Marketing	
Planning	
Management	
Data	
Money	

SWOT analysis	
Strengths	
Weaknesses	
Opportunities	
Threats, competition analysis	

QuickPlan360

Where are you going to be, income, sales in:			
3 months		12 months	
6 months		24 months	
9 months		Futher	

Key driver review. What do we need to grow?	
Image	
Sales	
Service	
Staff	
Product	
Marketing	
Planning	
Management	
Data	
Money	

Skills and training review. What do we need to know?	

OVERCOMING TODAY ONLY THINKING...

...and moving forward!

Here we are into another year again.

I've run my own businesses for the last thirty years, and I've spent the last twelve months working very closely with a number of clients in a consulting role with both large franchise and small business owners. No matter who I deal with, I see the same thing everywhere and with almost everyone. All everyone seems to do is think about the result we will get right now, and what we should do right now, as opposed to the result we will get in a year, three years or ten years. And it's all because we don't think of the outcome of what we do long term. If we did, we would definitely think differently about every aspect of our business, how we run it, and from an employee perspective, how we do our job.

Let's face it, if we thought long term about our job, would we do it the way we do it right now? If our job was dependant on how we did our job and the result we got, would we do it differently?

What about business owners - if we thought about a ten year result rather than this weeks result, would we do anything differently? For instance, would we:

- 1: Put more effort into the businesses image and brand and how our clients perceive it?
- 2: What about our sales and lead generation processes - would we do anything different if we thought long term?
- 3: And how about service standards - if we thought about where we would be in ten years, would we service clients better or differently?
- 4: Then there's the marketing and advertising, our staff recruitment decisions and systems, development and constant improvement of our product or service, planning, systems and management.

Should we think about all of these things long term, or do we just get back to work in January and start doing exactly what we did last year, the year before and the year before that and wonder at the end of it why we got the same result or even worse?

90% of all businesses fail, and that probably means that 90% of people that work in businesses fail. People start jobs, they don't get trained well enough, they aren't managed, then they fail and move onto another job and probably do it all again. Whose fault is it? It's everyone's, the employer and the employee. Everyone has a role to play.

But the question is, what's the result your wanting out of the job, or the business? Im guessing like most people, you want the best possible result, but just aren't prepared to put the extra work in to get that result and that's that bit that has to change. From both a business and an employee perspective, we need to start thinking that it's not about doing the bare minimum to get a result, but its about maximising performance and activity to get a better result.

I find this a really interesting topic. I've worked with hundreds of sales people over the last 20 years and I can honestly say I've never come across one (not a single one) that's not capable of earning in excess of \$100,000 plus a year, but they don't. The old 80/20 rule is true, and that is that only around 20% will actually get the result they want and even they could do so much more and easier, if they thought a little differently about how they did what they did.

It's exactly the same for businesses and their owners. Most people will just get back to work in January and start doing the same thing again and will get to the end of the year and wonder why they didn't do better. They may blame the economy, talk about the annoying competition out there this year, or anything and everything else...but they wont mention the way they do what they do.

It doesn't matter what you do, what business you're in, what franchise you're a part of, whether you're a tradie, in retail, a professional, in hospitality or manufacturing. Every industry is the same, and unfortunately everyone makes the same mistakes. It all boils down to eight key elements that don't change, but these eight things will get you a much better result:

1. **Image:** How do you or your business look or compare to the competition, how do you look, act or present yourself in your role?
2. **Sales:** What do you do to have a consistent sales funnel operating so that there is a constant flow of new enquiries and new customers walking in?
3. **Service:** What are the service levels in your business like, is it enough to keep every client coming back, spending more and referring others, or do you lose more clients than you bring in to the competition?
4. **Staff:** Are the staff in your business doing exactly what you want every day - representing your brand, are they trained well, or is it just left to chance?
5. **Marketing:** Is there an ongoing marketing and advertising program to ensure your name is out there and is it relevant, or do you just use social media because it's free in a hope that it will attract you new clients?
6. **Product:** Why would someone buy from you? What makes you stand out, what's your unique selling proposition? And if there isn't one then your simply competing on price! Is your product the best it can be and do you do everything to keep existing clients interested through continuous development?
7. **Planning:** When was the last time you wrote out a business plan (have you ever?). If you don't have even the simplest business plan, you have no idea of where you're going.
8. **Management:** And lastly, do you manage the entire process? Whether you own a business, or you're a sales consultant, do you manage your team or yourself? Every aspect of the business needs to be managed, so that you know you're going where you want to go, otherwise change something.

The truth is that the majority of people simply aren't prepared to do what they need to do to get the result they really want. People just seem to continue doing the bare minimum needed and hope to get a big result. But unfortunately.... that just doesn't happen.

When I'm out dealing with a business, it doesn't matter if it's with a professional, a tradie, a barrista, a retailer or a waiter, we continue to get the same things that cause clients to question why they buy from you? The image is poor, the seating is falling apart at a restaurant, the toilets are filthy, the retail staff have no basic retail skills and wouldn't know how to smile if you drew them a picture, hotels have things that are wrong and haven't been replaced, the service levels in professionals are often so poor that getting a call returned doesn't happen.

Now short term that may appear ok, but at every point someone asked the question "why buy from you?" or "why buy from you again?" - maybe I'll go somewhere else.

Don't give anyone the reason not to deal with you, get it all right.

Is this the year of getting serious? Getting serious about how we run our businesses and about how we do our job, whatever it is - sales, customer service, retail, hospitality or management. Get smart and get serious now.

No one wants to repeat a year that didn't get them the result they

wanted. So don't let it happen again - do something different. Start with a review, look at what you did, the result you got, and then work out what you need to do this year to get the result you want.

Get serious about skills and training. Get serious about the image.

Get serious about sales processes. Get serious about customer service levels.

Get serious about staff, marketing, product development, planning. And get serious about management!

If you're looking for ways to grow your business, grow your career and just move forward, then maybe Mybusinessnow can help you do that.

We work closely with businesses of all sizes, franchises, retail, professional, tradies and individuals that are looking at getting a better result from what they do. We have developed a series of training resources to help businesses, owners and their teams simply get a better result by incorporating our eight key element strategy through our Build a Better Business program.

If you like more information about how we can help, check out our website at www.Mybusinessnow.com.au or email info@mybusinessnow.com.au

If you want to get a better result this year, it's uncomplicated, fast, easy and simple. Mybusinessnow can help you do that by simply focusing on the right things, not everything.

at Mybusinessnow



Service360 will grow your business.

If you're looking for a way that will help grow your business, and finally get constant customer growth, ongoing repeat business, that continue to spend more and then refer others, then this is the must attend workshop this year.

With over 30 years experience in building businesses and selling them, working with a national franchise chain in growing their company owned franchises, as well as thousands of other small to medium sized business over the years and helping them grow, it's clear what's wrong, why they generally don't grow and what could happen, if they made some simple, basic and fundamental changes. But if you don't know what you don't know, you won't!

Business isn't just about having a great product or service anymore, it's much more and often the reason our businesses don't grow as we want has nothing to do with the product or service, but all the other things we don't do.

- How we attract clients in the first place. What makes them walk in, or click on.
- How we deal with them
- The sales process if any
- Our staff skills and abilities
- The product or service quality and uniqueness

- The marketing to keep clients interested and prospects aware
- The business planning process
- And managing it all

Everything has an effect, everything assists in growing our business. But don't do them and your business looks more and more like a one sale model structure.

Service360 will show any business, how to get the single most important part of any business done right and the positive effect on turnover, customer numbers and profit it can have, by giving you skills, tools and solutions to do it, as well ongoing support to make sure you get a positive result, along with a number of other benefits to help you grow other aspects of your business too.

Service is the start, Service360 is the solution.

Two and a half hours of no fluff, training that will help you finally get the service aspect of your business right, so it starts to grow the way you want. Don't miss out.

For an update on latest events planned, simply go to Mybusinessnow.com.au/events

EXPANDING A BUSINESS TOO QUICKLY CAN HAVE ITS CHALLENGES!

Operating a business isn't usually the tricky part. Getting a business operating well, making a profit and growing it is another story all together. If you understand the concept of what is suppose to happen in business (by attracting as many clients as possible and then having them come back more often, spend more and refer their friends, while making sure more money comes in than goes out), some fundamentals in systems, structures, training and management are definitely needed.

Business owners often want their business to grow, so expansion into additional locations is likely to be thought about - especially if the current business is chugging along nicely. But having one location going reasonably well can be quite different to operating and managing two, three or more - especially if it's all done too quickly.

I've recently seen a couple of examples of businesses expanding too quickly, without having the basic systems and structure of the business right from the word go. What happens all too often, is the owners time is stretched between multi locations, you have the added costs of more staff, more rent, and what happens if something goes wrong, staff don't turn up, equipment breaks down and more?

Just because you have one business in one location working well, doesn't always mean that simply multiplying everything by two or three will work as successfully.

The fundamentals of running one location still need to be set up and the owner is usually still very hands on with that business. Adding locations obviously splits your time with all the locations, which can result in none of them performing like they once did.

Here are a few ideas of what should be covered when considering opening up another store, or planning multiple locations:

- 1: What happens when you're not there?** Does it run without you? If it doesn't, then there's problem number one. Staff training, systems regarding sales and service, product quality, and management all need to be brought up to a standard that ensures the business performs as well without you, if not better. If it doesn't, don't even think about it.
- 2: Branding and image.** Before you arrive at your next location, get everything right first - develop a matched brand, marketing material, staff image and uniforms, POS material, CRM systems, ensure your clients are on a database and you know who your clients are and what they're worth.
- 3: Cash flow and profit and loss.** Understand the basics of money in and out. In one location it's easy to lose control and start to lose money, but regain it quickly. (Do more and do it better)

With multiple locations, it's almost a certainty it will happen because of the additional set of challenges that can occur - staff don't show up, someone forgets to put an advertisement in the newspaper like they were supposed to, someone other than the owner handles a complaint badly and you lose a major client. All sorts of reasons can cause problems that can have an effect on cash flow, which can then affect the cash flow of the group.

- 4: Management and systems.** Even a single operation, that employs staff and even if it's just you, still need to operate with systems and when there's staff involved, absolutely. Ensure that all staff are well trained, know what to say and do, know how to look and what to do in how to handle a problem. Establish performance standards that includes things like dress standards, upselling standards (coke and fries to go with that?) lead and sales number standards, anything that has anything to do with the business day to day operation.

Do some worst-case scenarios- what happens if we have no power, what happens if one location has no income for a week, what happens if we have no staff and we have to work somewhere else, who takes your place? Look at the effect on cash flow and profit not only if everything's going well, but if sales go down 10%, 20% or 50%. What happens to cash flow and profit to the entire group? How long can you sustain an ongoing loss?

No one ever goes into business to be small, and expansion and multiple location expansion is something that should be considered carefully with guidance from business and financial advisors first. But above all, get everything right first and performing well, without you. If you can do that, then it might just work.

Mybusinessnow works with businesses to do one thing - get a better result from your business, identify what needs improving, train everyone in the team to operate the systems to ensure our image, sales and service processes, marketing and product development are all done right. Management then simply runs the business, so that your business relies less on you and more on the team, so that hopefully they get a better result, than you would.

Thinking about expansion? Then get the fundamentals right first. If you'd like more information about how Mybusinessnow can help you do that, or would like one of our free information kits, send us an email at info@mybusinessnow.com.au

A better business is easy, it's just not simple! Mybusinessnow can help.

Uncomplicate your business

New skills, integrated solutions, ongoing support

It's not just about what you do, make or sell, or how well you market it alone, it's everything. Everything has an effect and it's often the little things that make a huge difference to your business and its success.

Uncomplicate your business now.
Welcome to Mybusinessnow and business360.



Smart People
Planning
Possibilities



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