



Building a successful business is much more than just a great product or service and in fact, that often has little to do with how well it will go. Some will say it's about the best at marketing that product, but it's even more than that. It's more often than not what you don't do, that causes the lack of success you have. Not the quality of the product or service.

Hospitality360 is about uncomplicating the fundamental things that every business regardless of size, type or location need to do, to grow.

SIMPLE BUSINESS GROWTH WITHOUT THE OVERWHELM

INCREASE PROFITABILITY AND CASHFLOW

IMPROVE YOUR BUSINESS LIFESTYLE

Developing a set of skills that all businesses and their teams need. Having the integrated tools and systems at easy reach to business owners and their staff when they need and the ongoing support to really take advantage of everything a business needs to grow.

More  
Customers  
Now.

**Welcome to Hospitality360**

# Business is different now!

- > 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 follow-up don't match, then you might sell one thing but they probably won't be back again or refer anyone else.

On top of that, business has changed. It wasn't too long ago, that there was less competition, less super shopping malls and certainly less if any online/internet/social media shopping. All this has also changed the way we attract and keep clients. So in order to compete now, do we do something different, or simply get back to basics that we should be doing anyway.

## The truth is customers still want the basics

- They still want a great product
  - They still want great service
  - They still want to feel welcome
  - They still want suppliers to keep in touch
- ***And they want to be asked to buy again.***

But the challenge that most businesses face regardless of size, what they do, or even franchise, is that the owners, managers, leaders and their teams, just don't know what they don't know.



# It's the things the businesses DON'T do, that cause the problems.

Most businesses have a good product or service, but the business suffers and doesn't grow, because of all the other things they don't do and the all too common reason they don't do it, is that they just don't know what they don't know.

The statistics give you the real picture of what's wrong.

**80%**

**80%** of businesses fail in the first five years

**80%**

And of the ones that made it, **80%** of them fail in the next five

**17%**

Yet, less than **17%** of all businesses do any form of structured planning

**34%**

But on top of that, **34%** of business owners earn less than \$50,000 a year

**50%**

And only a further **50%** earn between \$50,000 and \$100,000 per year

**16%**

Therefore less than **16%** earn over \$100,000

**15%**

And additionally, almost **15%** of business owners work a second job, to make ends meet.

## **Why? Simple! They aren't doing the basics right!**

Most business owners regardless of small, medium or large and even franchised aren't immune from the same problems that have stopped businesses from achieving the level of success they want for years. They simply don't know what they don't know and continue to focus on the wrong things like spending too much on marketing, expensive locations and expensive staff that don't achieve, when they actually should be spending time on the key drivers that actually have a direct impact on business growth.

- Attracting clients in the first place
- Keeping them coming back often
- Spending more and more each time
- And then referring others to do the same.

That's how you grow a business, but what does it take to actually do that? **There is a simple solution.**

# It's about making business life simpler and uncomplicated!



Far too much of what we do or what we believe we need to do, to seriously build a successful business appears complicated! So we don't do it and rely on something else, but often nothing, so it boils down to hope! It's not complicated and in fact it's easy, just not that simple and especially if you don't know what it is.

Far to many businesses think, that apart from the sensational product or service they have, it's about focusing attention on a small number of primary areas:

## ***Marketing.***

You can spend a small (or large fortune) on an advertising and marketing campaign, with little results and even if you do get some result, it doesn't guarantee return business.

## ***Web and social media.***

A lot of attention is focused on these two areas and let's face it, we all seem to be focused on googling, Facebook and mobile technology over everything else. If at the end of the day your sales, service or delivery doesn't stack up, or they simply can't find you or your website, nothing will happen.

## ***Staff recruitment.***

And of course you could focus attention on constant recruitment to find the best staff but if your recruitment processes and onboarding aren't working, or you don't manage staff the right way, the revolving door will keep turning!



The truth is, that building a successful and continuously growing business that profits well and looks after both staff and clients, is actually much easier to do than most people think.

And the simple mistake that most business owners make is that they focus on the product or service as the solution as to why someone will buy and thinking that as long as we have a great marketing program it'll sell! Well it doesn't always do that and even if it does the growth and returns aren't always that good!

It actually boils down to eight key drivers that most business owners ignore and just don't focus even a small amount of attention on. It's all too often the things we don't do in business, that make all the difference and in fact, little to do with the product or service you sell.

The simple concept of:

- How we attract more customers and in fact as many as we can possibly handle.
- Getting those customers to come back more often and spend more.
- And then refer others to do the same!

It's simply about maximising all aspects of the business. But what do you need to do different, in order to make that happen?

# Business360now is about helping your business grow. Simple, uncomplicated!

**Business360 is a business training, integrated solutions and support hub. The only one of its type that incorporates absolutely everything a business will ever need to grow and succeed.**

- Training and skills development in the business and its team
- Integrated solutions that are at easy reach for the entire team when they need them
- Ongoing support so that you actually take advantage of those skills and tools to build your business.

But it's also much more, because we know, that businesses need and want more.

- Monthly group training workshops focused on the Business360 program, followed by implementation session so you walk away with a simple 5 step plan of what to do.
- Monthly workshops build into a structured workbook
- Structure, systems, solutions and checklist
- Ongoing followup and support
- Connection and group opportunity development
- Monthly e'news, business growth tips
- Bring your partner/staff where needed to grow their skills.



## It's got to be value and affordable.

**The reason most training doesn't work boils down to three things.**

- > **Time:** too much time is taken out of the business to attend.
- > **Cost:** the cost of attending many courses is simply out of reach to many businesses, so they don't.
- > **Application:** people walk away from the training and do nothing with it. **You need follow-up and support.**

Business360now is a business training hub that gives you and your team all the skills and support tools needed to make a massive difference in the way your business performs now. By focusing attention on the eight key drivers in your business, the tools needed to perform them better, with ongoing support, it will make a massive difference to how your business performs, the result it gets and ongoing growth.

# 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 business360now.**



**Smart** People  
Planning  
Possibilities



[business360now.com.au](http://business360now.com.au)

✉ [info@business360now.com.au](mailto:info@business360now.com.au)



07 3137 9339  
0450 655 049

