

Making Your Business Really Fly

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Agenda

- Review My Background
- Review Our Aims
- Actively Watch the Film and Complete the Participant Guide
- Discuss Next Steps

What Is My Background?

- ▶ Worked for Andersen Consulting for 10 years In the Business Strategy and Change Management Practice
- ▶ Andersen's Mission - "To help our clients change to more successful"
- ▶ We did not work with companies that were not serious about change

What Is My Background?

- ▶ My role was to assist companies of all sizes, industries and ownership structures to establish and implement specific growth and change strategies to enable them to grow very profitable businesses

What Companies Did I Work With?

- ▶ **Dell computers** on the shift from generic products to high end, build to order manufacturing strategy
- ▶ **British Airways** on the change from a regulated government organization to a deregulated private company
- ▶ **Amazon.Com** on the launch of the world's largest on-line bookstore

What Companies Did I Work With?

- ▶ **Netscape** on the shift from browser markets to other value added technologies
- ▶ **American Express** on the strategic shift to one-stop-shopping small business financing services
- ▶ **Starbucks** on the growth and expansion of their franchise concept

So How Can
You Make Your
Business Really Fly?

**KEY QUESTIONS
ON WHICH TO
FOCUS**

FINANCIAL

Objectives
Measures
Targets
Initiatives

To succeed financially,
how should you appear
to your shareholders?

**INTERNAL
BUSINESS
PROCESSES**

To delight your share-
holders and
customers,
what
business
processes
must you
excel at?

Objectives
Measures
Targets
Initiatives

**Vision
and
Strategy**

To achieve
your vision,
how should
you appear
to your
customers?

CUSTOMERS

Objectives
Measures
Targets
Initiatives

To achieve the vision,
how will you sustain
your ability to change
and improve?

**LEARNING
& GROWTH**

Objectives
Measures
Targets
Initiatives

How come . . .

- We take our vehicles to be repaired when they stop performing well?
- We take ourselves to the doctor when we stop “performing well?”
- Yet, when our businesses are “sick,” or just not achieving peak performance, we seldom do anything?

What it all boils down to is . . .

We are here to learn how to increase our business' profitability, but NOT at the expense of our quality of life.

A noble goal, but is it attainable?

It depends . . .

- On whether or not you act on what you learn at this seminar
- FTI Disease - Failure to Implement Disease will kill the value you receive from this seminar
- But, let's spend the next four hours together and see how an entrepreneur like yourself achieved his goals and how you can as well

Our Aim

(See Participant's Guide)

We'll ask you to take a close look at your business to determine how it might be made to achieve its true value.

We'll look at ways of increasing your revenues without spending thousands of dollars on high risk marketing activities.

We'll look for ways of working smarter not harder.

Our Aim

Discover how it's only ever the little things that make significant differences.

Discover ways of working on your business, so that you can choose when to work in your business.

Our Aim

Demonstrate how the phrase “what you can measure, you can manage” can have a profound effect on your business.

To make sure you don't catch FTI disease...more about that later.

This program is a start of a
very special journey.

I have no hidden agenda . . .


- I can help you implement the ideas you learn at this seminar
- I want to be up-front with what I will be asking you to commit to as a result of this seminar
- To avoid FTI disease, I will be asking you to commit to a 2 hour "Journey To Results" session

What Will I Be Asking You To Commit To?

- This is a one-on-one session with me where we accomplish the following:

Leverage your investment in this seminar:

- we review the points you got from the seminar with a specific focus on your critical business issues

 Demonstrate how the four ways to grow a business applies to your business:

- we will look at your “Profit Improvement Potential” - the potential that could be realized if you apply the four ways

What's Involved In The Journey To Results Session?

🔍 Investigate how your business has been performing:

- we will review your "Business Performance Review", a detailed financial analysis of your business' profitability.

📁 Decide what needs to be done from there to make your business really fly

- The session costs \$495 and involves no risk for you as it is backed by our unique guarantee
- ***Because we believe that we are rewarded only to the extent by which we add value to those we are privileged to serve, we offer the following unique guarantee:***

OUR UNIQUE GUARANTEE

***"IF FOR ANY REASON YOU
FEEL YOU DID NOT GAIN
VALUE FROM OUR
SERVICES, WE WILL
IMMEDIATELY RETURN
YOUR INVESTMENT"***

So you get the most from the program, I will be asking you to complete the remaining sections of your workbook.

Is everyone OK
with this format?

We are about to watch
a film that has been
seen by over a
1/4 million people on
3 continents.

But first we need
to complete
an Australian
vocabulary test

VOCABULARY TEST FROM "DOWN UNDER"

- BUDGIE =
- PARAKEET
- COCKY =
- COCKATOO
- GOES WALKABOUT =
- WANDER OFF
- DEAR =
- EXPENSIVE

VOCABULARY TEST FROM "DOWN UNDER"

- SNUFFS IT=
- TO DIE
- CROOK=
- SICK OR ILL
- A4=
- EUROPE'S STD. PAPER SIZE
- LIFT=
- ELEVATOR

VOCABULARY TEST FROM "DOWN UNDER"

- RING=
- TO TELEPHONE SOMEONE
- FTI =
- FAILURE TO IMPLEMENT
- MYBRF=
- MAKING YOUR BUSINESS REALLY FLY

Sit back, relax and
enjoy discovering the
first steps to
"Making Your Business
Really Fly!"

So now.... let's meet

Wally.

Getting Into Business

- Wally mentioned how he started his pet shop business as a hobby.
- Think back to when you started your business and ask yourself two questions:
- What did you specifically want to achieve when you first went into business?

Getting Into Business

- On a scale of 1-10 (when 1 is low, 10 is high), where are you now in achieving those aims?

1 2 3 4 5 6 7 8 9 10

Getting Into Business

- How are you doing in achieving those aims?
 - Did anyone get more than 7?
 - What went right?
 - Did anyone get less than 7?
 - What are the contributing factors?

The Little Things

- It was the little things that Wally did (things that others weren't doing) that ultimately set him apart.
- What are the little things that you do in your company that sets you apart from the competition?

The Little Things

Wally listed a few of the techniques he put in place to make small differences.
What were some of these?

The Little Things

- On a scale of 1 to 10, how recognizably different are you from your competitors?

1 2 3 4 5 6 7 8 9 10

The Little Things

- How are you doing in the little things?
- Did anyone get less than 5?
 - What, if any, problems might this cause?

Starting to Get Systems in Place

- We all rely on procedures and routines to make our businesses run smoothly.
- What are some of these?
- What are some typical questions that get asked of us every day?

Starting to Get Systems in Place

- How well prepared are you and your team to handle certain situations which arise on a day to day basis on a scale of 1 to 10?
- On a scale of 1 to 10, I am_____
- On a scale of 1 to 10, the team is_____

Starting to Get Systems in Place

It's one thing to know that you are carrying out routine tasks in a systemized manner every time.

But it's another thing to know and depend on your Team to follow in your footsteps; particularly when you're not there to watch over them.

Starting to Get Systems in Place

In real terms, the deficiency of systems in your business can have a dramatic effect on your turnover.

Let's get back to "grass roots" by answering the next question.

Systems

- On a scale of 1 to 10, how confident are you that certain situations are handled in the same way, by each team member?
- That is, how confident are you that the customer gets the same response every time to the same question regardless of the team member?

Marketing

Marketing is another aspect of business which can be made more predictable by the use of systems.

Many Business Owners cringe at the thought of having to spend huge amounts of seemingly wasteful dollars on marketing their business.

Marketing

Yet Wally cited specific examples of marketing that do not comply to the typical marketing practices of most businesses.

Wally mentioned that Marketing is like a wheel barrow, if you don't push it, it doesn't go anywhere.

Marketing

So ask yourself:

What is the definition of
marketing?

Answer the following questions

...

Marketing

- When was the last time you undertook a specific marketing activity?
- How many hours each week do you allocate to marketing?
- How many dollars each month do you allocate to marketing?
- How effective are you in “pushing” the marketing wheel barrow... on a scale of 1 to 10?

The Power of Guarantees

Spend a moment to think about your guarantee. Because when you look at how you guarantee your product, service, or whatever, you'll start to open up a whole new opportunity of business that never existed before.

The Power of Guarantees

You may have already developed your guarantee, but if you don't tell your customers, then there is no benefit.

How can customers act and make a conscious decision to deal with your company based on your guarantee?

The Power of Guarantees

If it is reassuring and well articulated, then it could be the most powerful and beneficial selling feature of your business!

The Power of Guarantees

- Let's look at what you've got for your guarantee as of right now.
- What is your guarantee and how is it expressed?
- What else could you guarantee that your competitors **could not or are not**?

Let's take a look at an
example of a POWERFUL
guarantee.

The Bugs Burger Bug Killer Guarantee

You don't owe one penny
until all pests on your
premises have been totally
eradicated

The Bugs Burger Bug Killer Guarantee

if you are ever dis-satisfied with
BBBK's service you will receive a
full refund of the company's
services PLUS fees for another
exterminator of your choice
for the next year

The Bugs Burger Bug Killer Guarantee

if a guest spots a pest on your premises BBBK will pay for the guest's meal or room, send a letter of apology and pay for a future meal or stay

The Bugs Burger Bug Killer Guarantee

if your facility is closed down due to the presence of roaches or rodents, BBBK will pay any fines as well as any lost profits plus \$5,000.

The Bugs Burger Bug Killer Guarantee

BBBK is now a \$30 million a year business - they "own" 80 percent of the marketplaces that they choose to operate in. And they charge up to 10 times as much as their competitors!

The 4 ways to grow your business

1

**Increase the number
of customers
(of the type you want)**

The 4 ways to grow your business

2

**Increase the number
of times customers
come back**

The 4 ways to grow your business

3

**Increase the average
value of each sale**

The 4 ways to grow your business

4

Increase the effectiveness of each process in your business

Once again . . . the 4 ways to grow your business.

- Increase the number of customers
(of the type you want)
- Increase the number of times
customers come back
- Increase the average value of each sale
- Increase the effectiveness of each
process in your business

The 4 Ways to Grow a Business

Let's look at each of them individually - where 1 is low and 10 is high, rate your company on each of these questions.

**Increasing the Number of
Customers (of the type you want)**

**On a scale of
1 to 10,
how effective
are you?**

Increasing the Number of Times Customers Come Back

On a scale of
1 to 10,
how effective
are you?

Increasing the Average Dollar of Each Sale

On a scale of
1 to 10,
how effective
are you?

If your present gross margin is

20% 25% 30% 35% 40% 45% 50%

And you
reduce your
prices by:

To produce the same profit sales Volume must
increase by:

2%

11% 9% 7% 5% 5% 4%

4%

25% 19% 15% 11% 10% 9%

6%

43% 32% 25% 18% 15% 14%

8%

67% 47% 36% 28% 25% 22% 19%

10%

100% 71% 47% 40% 33% 29% 25%

12%

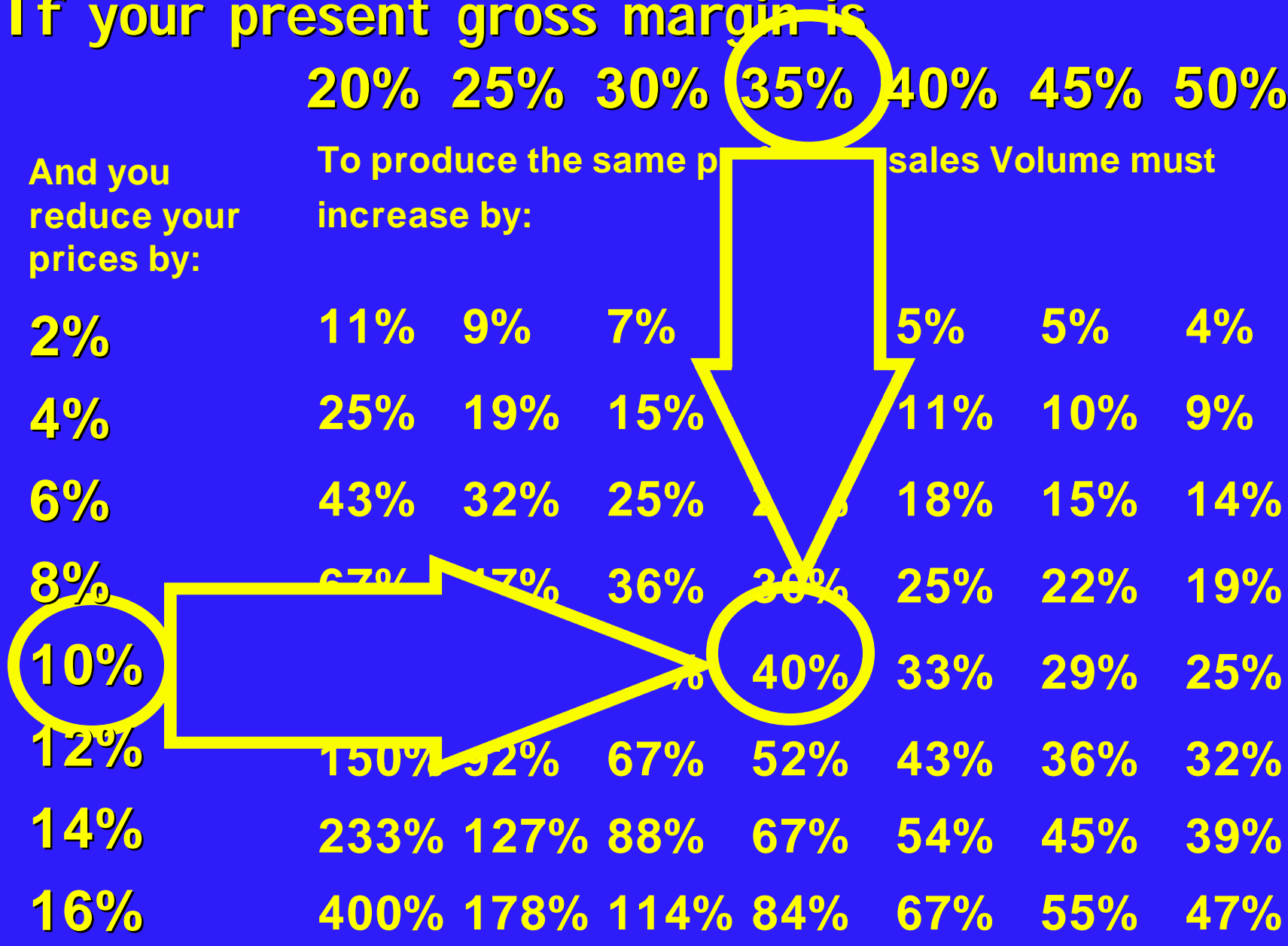
150% 92% 67% 52% 43% 36% 32%

14%

233% 127% 88% 67% 54% 45% 39%

16%

400% 178% 114% 84% 67% 55% 47%



If your present gross margin is

20% 25% 30% 35% 40% 45% 50%

And you
increase your
prices by:

Your sales could decline by the
amount shown below before your
gross profit is reduced

2%	9%	7%	6%	5%	4%	4%
4%	17%	14%	12%	9%	8%	7%
6%	23%	19%	17%	13%	12%	11%
8%	29%	24%	21%	17%	15%	14%
10%	33%	29%	25%	20%	18%	17%
12%	38%	32%	29%	23%	21%	19%
14%	44%	37%	32%	26%	24%	22%
16%	44%	39%	35%	29%	26%	24%

Systematic / Systematized Ways of Doing Things

On a scale of
1 to 10,
how effective
are you?

Keeping Close

Wally talked about his newsletter as a way of keeping in close touch with his customers.

Looking back at the 4 ways to grow your business, into which category does this strategy fall?

Keeping Close

How effective are you in keeping in close contact with your customers or clients?

What is the impact of not “keeping close?”

Dramatic Impact!

A 5% increase in
customer retention can
cause a 25%-85%
increase in profitability.

Fredrick
Reicheld.

HBR

Having Fun

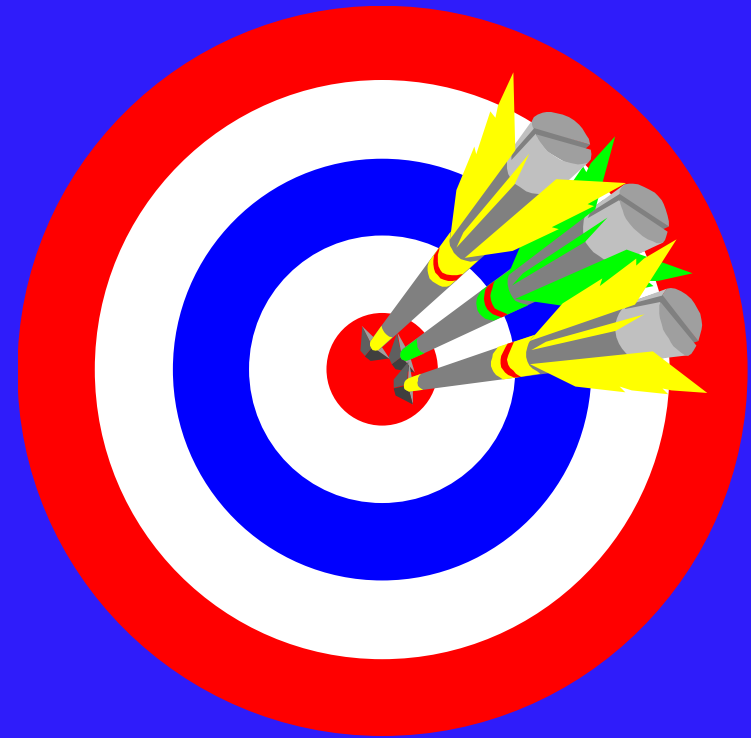
When you answer these next questions think about the quality of fun in your business. Can you take time out to enjoy what it is you do to have fun?

Having Fun

- On a scale of 1 to 10, how much fun are you having in your business?
- Is the business providing you with the lifestyle that you want?
 - Is your lifestyle a 1 or a 10?

Setting a "Destination"

Most people
aim at
nothing and
hit it with
incredible
accuracy



Setting a "Destination"

When do you want to retire? Or put another way, when do you want your business to be capable of running without you?

Setting a "Destination"

- The date that I'd like to step out of my business is _____

Let's Take
a Break !!!

So now... back to

Wally.

Organization Charts

How many of us have taken the time to document our organizational charts?

Typical Organizational Chart

- Put yourself and your team in the boxes that are relevant to your organization
 - You must fill in all the boxes
- If your name is in most of them...
- Your working **IN** the business...
- You should be working **ON** the business

Your Function

- Wally talked about his function of managing the business (**working ON**)
- Wally's function was to develop systems to make things easy for people
- On a scale of 1 to 10, how effective are you at doing just that?
- What might happen to the business if you could develop systems to make it run more independently of you?

The Team

Wally talks about being able to accept things done 80% as well as he could have done. What percentage is realistic when considering your own team?

The Team

- On a scale of 1 to 10, how well trained is your team?

So now... back to

Wally.

Doing it Consistently

- Wally talks about doing one thing at a time...
- Then testing it

Systems ...

**Wally
said:**

*You systematize the 90
per cent so that you can
humanize the 10 per
cent.*

Systems

- What are the little things that you have implemented in the last six months?
- What are some of the routine things which you could systematize or systematize even further so that the business does not depend on you?

So now... back to

Wally.

So, Where Can We Go From Here?

- Well, that's of course up to you. Let's review some important points:
 - Planning is critical to your success - both in your business and in your personal life
 - It is much easier to actually develop a plan and implement it when you work with someone else
 - Wally is right. You do have a choice. It means taking the time now to plan for a better future

So, Where Can We Go From Here?

We have that chance now to plan for you and your Business. We believe that together we can make your business grow so that you can have a more profitable and rewarding future, not just professionally but personally as well.

So, Where Can We Go From Here?

- Watching this film has been the first step in your journey. Congratulations on taking it.
- We still need to take the next step to ensure you don't catch FTI disease.
- We need to schedule your Journey to Results Session

What's Involved In The Journey To Results Session?

- A 2 hour, one-on-one "Journey To Results" session with me
- In review, we will accomplish the following:
 - Leverage your investment in the Wally film
 - 🎬 Demonstrate how the four ways to grow a business applies to your business
 - 🎥 Investigate how your business has been performing:
 - 📅 Decide what needs to be done from there to make your business really fly

What's Involved In The Journey To Results Session?

- The session costs \$495 and involves no risk to you as it is backed by our unique No Value = No Pay guarantee
- Three ways to sign up (see Page 17):
 - Join Us In Kelowna On November 25th
 - Join Us in Edmonton On November 24th
 - Sign Up later with Don Smith

Your Journey To Results Date

- If you are interested, please complete the Journey to Results form on on page 17 of your Participant's Guide.
- We will confirm the date and time with you.

Feedback

- Your feedback about this workshop is vitally important to us to measure our performance
- Please take a few moments to complete the Feedback Form on Page 18 of your Participant's Guide

One Last Inspirational Thought ...

“Not recognizing the urgent need to change the way your business works is the number one barrier to significantly growing any business”

Michael Gerber, The E-Myth

Maybe You Can Do Things Differently ...

"I am living proof that things can be done differently - no matter what the business. When I saw the opportunity to seize the day I took advantage of that opportunity. I never once doubted myself."





We Look Forward
to Seeing You at
Your Journey To
Results Session
Very Soon