

# Connecting the dots: 7 steps to Sales Nirvana for small business

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***What exactly do you need to do to get the revenue flowing in exactly the way that you want it? This white paper spells out the steps.***

## **Executive Summary**

From the first steps of determining whether you have a business or a job, this white paper describes what every business must do in order to survive and prosper.

Not every business owner has the passion, commitment or determination to put these steps in place, which is why over 90% actually fail.

This paper is designed to spell out the steps to ensure your success, and many owners will be able to take those steps, confidently. With the help of Speed Business, you can take those steps much surer, and faster.

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***“You can always find reasons to work. There will always be one more thing to do. But when people don't take time out, they stop being productive. They stop being happy, and that affects the morale of everyone around them.”***  
**Carisa Bianchi**

***“Learn from the mistakes of others. You can't live long enough to make them all yourself.”***  
**Martin Vanbee**

### **Step 1** **Ensure you are actually in a business**

Some business owners are not really in business, but have merely got themselves an expensive “job”.

How do you know? There's a simple test. If you are actually *working* in your business and if what you are doing cannot be done by anyone else (either because you can't afford them or because the market won't pay the added cost) then you don't yet have a business.

By definition, a business is not a person. If your business doesn't exist without you, then you have a job, not a business.

Some people are unable to do much about this. For instance someone who owns a lawn-mowing franchise. The fee that you charge for mowing someone's lawn is a standard rate. If you had to pay someone to do that for you, you'd have to charge more so that you still made a profit.

Yet if you charged more you'd lose customers. You can still grow your “business”, but that growth is limited by the number of hours in the day and your capacity to keep going.

If you are in that situation I urge you to start to think about building a business that can operate without you.

This could be something completely different, or it could be a spin-off from what you are already doing. It is quite amazing the opportunities there are for expansion and development beyond what you are currently thinking of as your “business”.

In the meantime, there is absolutely nothing wrong with a job, even if it is one you have “bought” yourself. You must have reliable “income at the push of a button”!

If you will only use what you learn in this paper, you can increase that income and still build the business of your dreams.

### **Step 2** **Check your “passion” meter**

Without exception, people who excel at growing businesses are people who are *passionate* about their business.

Every successful business person has suffered fear, loss, insult, and assorted traumas that have “knocked them for six”.

Without mindless passion they would not have got up and kept right on going.

If you want to be more successful than you are right now, you need to pay attention to that passion meter and keep on feeding it!

How do you feed your passion meter? By keeping the love alive. Never let transitory troubles make you lose sight of your vision for the business. Do whatever it takes to stay fresh.

Take time out from your business so that you come back to it rejuvenated and full of creative ideas.

And of course burning yourself out with overwork or too much stress is a certain passion killer.

If you want your business to thrive, you must make sure that you, personally, are thriving first!

***“Where the determination  
is, the  
way can be found.”  
George S Classon***

***“To him who is  
determined it remains  
only to act.”  
Italian Proverb***

### **Step 3 Guts and discipline**

If being successful was easy,  
everyone would be doing it!

I can tell you now that some 6 out  
of 10 people reading this will not  
take action on it.

Only 4 out of every 10 people  
who read this will actually do what  
they know they have to do in  
order to work through the steps  
to ensure their success.

No business owner can be  
successful if he/she is a  
procrastinator. No business  
owner can be successful who is  
continuously putting off the hard  
stuff.

To do what's necessary, in the  
right order, in the right way, at the  
right time, every time, takes guts  
and discipline.

When the going gets tough, guts  
and discipline may be the only  
thing that gets you through.

### **Step 4 Infrastructure and other resources**

Do you actually have the  
infrastructure and other resources  
to service increased revenue?

This means correct staff, correct  
equipment, and correct systems.

This means fully-documented  
procedures for each activity,  
KPI's in place to properly assess  
staff performance, quality rules  
written down, and reporting  
systems in place.

You won't know that you've got  
this right without great feedback  
systems. Are you collecting

feedback from customers,  
suppliers and staff? Are you  
acting on that feedback? Are  
you focussed on constant, step-  
by-step improvement at all  
levels?

McDonald's can be run world-  
wide by 15-year-olds only  
because of its systems. With  
proper training, could a 15-year-  
old understand and follow your  
written systems?

### **Step 5 Your unique selling equation**

List every single  
marketing/selling/advertising  
activity or strategy you engage  
in. What is your return on  
investment on each one? What  
do you know works for sure?  
What are you not so sure of?  
What are you not doing that  
you should?

Every single business has at its  
heart a unique set of activities  
that results in a predictable  
number of sales.

When you stop flying by the  
seat of your pants and start  
being scientific *and* creative  
about your marketing, you can  
increase your sales  
exponentially!

And this does not mean  
spending more money. In most  
businesses we work with, we  
actually reduce marketing/sales  
costs because modern,  
evidence-based methods  
generally cost much less than  
what the business is already  
doing (many of them are free!).

## Only do marketing that works!

***When done correctly, these are the top, proven marketing strategies, and they cost nothing or almost nothing:***

- ☑ **Data base massage:**  
***Communicate strategically, regularly, persistently, and personally.***
- ☑ **Make genuine business friendships: join at least 3 high-quality networking organisations and ATTEND them.**
- ☑ **Learn to communicate on an emotional level with customers and prospective customers. Don't make assumptions about what they want from you!**

***We have proven that most businesses can increase their revenue by at least 200% within 12 weeks by conscientiously implementing these methods.***

## Step 6 Checklist these things that you must be doing to increase revenue

### Database

A single sales or admin person can handle a customer/potential customer database of approximately 1200 people, telephoning just 1.5 hours each day.

If you can build a relationship with that database by sending personalised, relevant, informational emails, and personally follow up on inquiries which that generates, one person can easily service the needs of thousands!

### Communication

You need a proven, systematic strategy for effectively communicating with that database regularly, persistently, and personally.

You also need to discover what it is your customers are actually buying from you, and demonstrate that you understand that by using *their* language, not yours.

Remember that not one single customer could give a damn about the reasons *you* think they should buy from you.

A customer does not buy a drill, he/she buys a hole in a wall!

### Tactics

You need tactics to increase both the size and the *responsiveness* of that database.

How are you building bonds based on trust and respect?

### Formal networking

Each sales person or manager should belong to at least 3 networking organisations and *attend* their events regularly.

Speed Business Networking is an obvious choice!

There must be written strategies/procedures for networking.

### Informal networking

This refers to friends and relatives, as well as business associates and advocates.

### Training/consulting

Very few businesses understand how to do these things well.

Make sure you get the training/consulting support you need to ensure all of the above are done effectively.

These steps only work when they're done right!

***“Science is the attempt to make the chaotic diversity of our sense experience correspond to a logically uniform system of thought.”***  
**Albert Einstein**

***“Trying to re-invent the wheel is probably the most stupid thing a business person can do. Someone else has already done it better.”***  
**Christine Sutherland**

### **Step 7 Measure, measure, measure!**

In business as in science, if it can't be measured it's probably BS!

Don't tolerate BS in your marketing. If a marketing activity is not bringing in more than it costs, it is not earning its keep.

Even if it's profitable, if it's not *more* profitable than an alternative activity, it's wasting precious time, money and other resources.

A case in point: This week we trialed an advertisement in a local newspaper and got zero response. The “value” of that ad (I use that term loosely) was \$150.

We used the same offer in an email to our client database and got an immediate 43 responses! Just a few days later that had climbed to over 100 and they're still coming in.

Don't believe the guys who tell you repetition is what counts. What they don't and won't tell you is that repetition can also see a *decrease* in response over time! Zero times a million is still zero!

So stop wasting time and money on things that don't work, or only work in a half-baked way and don't believe the advertisers because they don't keep stats on the ads they run and they absolutely don't know what they're talking about.

Instead, measure fanatically, learn from what you measure, understand what is happening, adapt, fine-tune and try again.

If something isn't working, don't keep doing it the same way. Do it differently!

Test your headlines, test your offers, test your calls to action. Merely changing a noun into a verb can create an increase in response rate of 800%!

Most often the best marketing strategies are free. Very often there are marketing strategies that are so out of left field that you'd never think of them on your own because you're not used to thinking laterally or creatively about your business and the opportunities it has right at its fingertips.

This is not your fault. You can't think outside the square when you *live* the square every day!

A 2-hour consulting session with Speed Business, live or by phone or Skype for our international clients, can quite often highlight those exciting opportunities.

***“Coaches and teammates support me. No-one can do things alone.”***  
**Pelé**

***“Essential to teamwork is trust.”***  
**Robert H Waterman**

***“Successful leaders have the courage to take action where others hesitate.”***  
**Anonymous**

## **Conclusion**

For businesses owners all over the world, seeking growth or improvement, nothing delivers quite like Speed Business.

With advanced scientific marketing strategies, the ability to assess and fine-tune your systems to produce dependable, predictable and measurable higher-quality results, and with structured referral networking through our exciting Speed Business Networking events and other business strategies, you can turn your business into the business of your dreams.

Working with international clients is a breeze using Skype technology and file transfer.

To learn more about what Speed Business can do for your business, telephone today on (08) 9246 1977, or contact by email: [info@speedbusinessnetworking.com](mailto:info@speedbusinessnetworking.com). If you are an overseas client, ask for our checklist of the types of information we will require in order to help you.

Yours in success



PS: Wherever you are in the world, we can help you build the business of your dreams!

**FREE Membership of My Speed Business Network delivers a whole raft of incredibly valuable business and sales resources, at your fingertips, FREE. Simply visit the web site and click on “Take Me to My Speed Business Network” to join today!**

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