

Make your business the best

Mark Pitcher

Concordia Business Improvement Ltd



Getting to know your critical friends!

- **Introduction to each other**
- **Their name!**
- **What they do and where they do it!**
- **Their age!**
- **Something about them!**



What is the aim?

- **Leave with a set of actions for your business, to gain more customers, and make the most of those you already have**



- **“The definition of stupid is doing the same thing and getting the same results, over and over again”**
- **“The only certainty in life is change!”**



Case study.....

Award winning Dorset family business....



The five 'W's

This is the most important thing you can do to change your business!

What is it you are selling?

Who are you selling it to?

Where do you sell it?

When do you sell?

Why are you selling it?



Mr A.....

What does your typical 'A' Client look like?

Where do they hang out, what do they do?



Over to you!!!

- **What?**
- **Who?**
- **Where?**
- **When?**
- **Why?**
- **What does Mr or Mrs A look like and where do they hang out?**



Why are you here?

- **What drives your business?**
- **Are you really a service driven business?**
- **Before you get new customers you need to make sure that they will work for you not against you!**



People like to talk....

Only 10% of people tell other people about a good product or service

90% of people will tell other people about a poor product or service

...and 30% of that 90% will tell more than 20 people



What is customer service?

“ The setting and exceeding a customer expectations ”

You need to know your customers’ expectations to exceed them



What are you going to do?

- **List 3 things you are going to do in the next month to find out what your customers want?**
- **List 3 things you are going to change in your business to improve customer service in the next month!**



Sales and Marketing!

- **What is marketing?**
- **What is sales?**
- **Both are needed so what's the plan?**
- **How do you get known by customers?**



Planning?

- **What's the big idea?**
- **12 month plan**
- **Allow flexibility**
- **Budget and cost out the various options**
- **Plan for marketing, react to sales**



What's the process?

- **How do you take a new enquiry?**
- **Who deals with it what are the time scales?**
- **Who prices the enquiry?**
- **How do you keep a record who follows it up?**
- **Who gets the feed back?**
- **What do you do with the feed back?**



Staff!

- Do they know what to do?
- Are they customer focused?
- Do they understand that the customer pays their wages?



What's your short term marketing plan?

Do not waste your money!

Stand out from the crowd!

www. (and review it)

It's not what you know it's who you know!

**Look what others do, people buy from
people**

Education and tell people about the plan



- **List 3 things you are going to do in the next 3 weeks?**



Thank God it's time for coffee!



The stick!!!!



The longer term plan?

- **5 key things**
- **Where are you now?**
- **Where do you want to be?**
- **What will you see along the way?**
- **How long will it take?**
- **Who is the direction?**



Start producing your map?

- **Where are you now?**
- **Where do you want to be?**
- **What will you see along the way?**
- **How long will it take?**
- **How do you keep on course?**



You want to see me!

The 6 p's!

Proper preparation prevents piss poor performance

Do not be late!

First impressions mean everything! It's about image!

Everyone's human really!

**Remember you are not trying to sell them something,
you are trying to get on with them**

**You have 2 eyes, 2 ears and 1 mouth, so look and listen
twice as much as you talk**



Selling.....

People buy from people

It is hard, hard, work

If you don't sell, it's not the product that's wrong, it's you!



Setting the expectations...

Always leave with a way back in

Always do what you say you will do

**The next contact will most likely
determine whether they will use you or
not**



You want to give me an order...

Always say yes!!!

Don't forget, haggle – it's part of the game

Don't do anything for nothing

Celebrate a new order!



Getting the order is the easy bit..

Talk to your customers

Ask them how to improve

Love them, or someone else will

It is easier to win new orders with existing customers than it is with new customers

Spend as much time with your existing customers as your new ones (they are paying the bills)



- **How are you going to measure performance and how are you going to follow up?**



Make sure your worth it?

- **How much money are you really making?**
- **There is no such thing as a difficult customer just poor setting of customer expectations!**
- **Is it what you do remember to say no thank you!**



How much work can you do now!

- **How much cash will it take?**
- **Do you have a cash flow plan?**
- **How are you going to review the contract performance?**
- **Who is going to be your critical friend?**
- **What actions will you do in the next 3 weeks!**



- **How and when are you going to measure performance of current contracts and review?**



Call to action!!

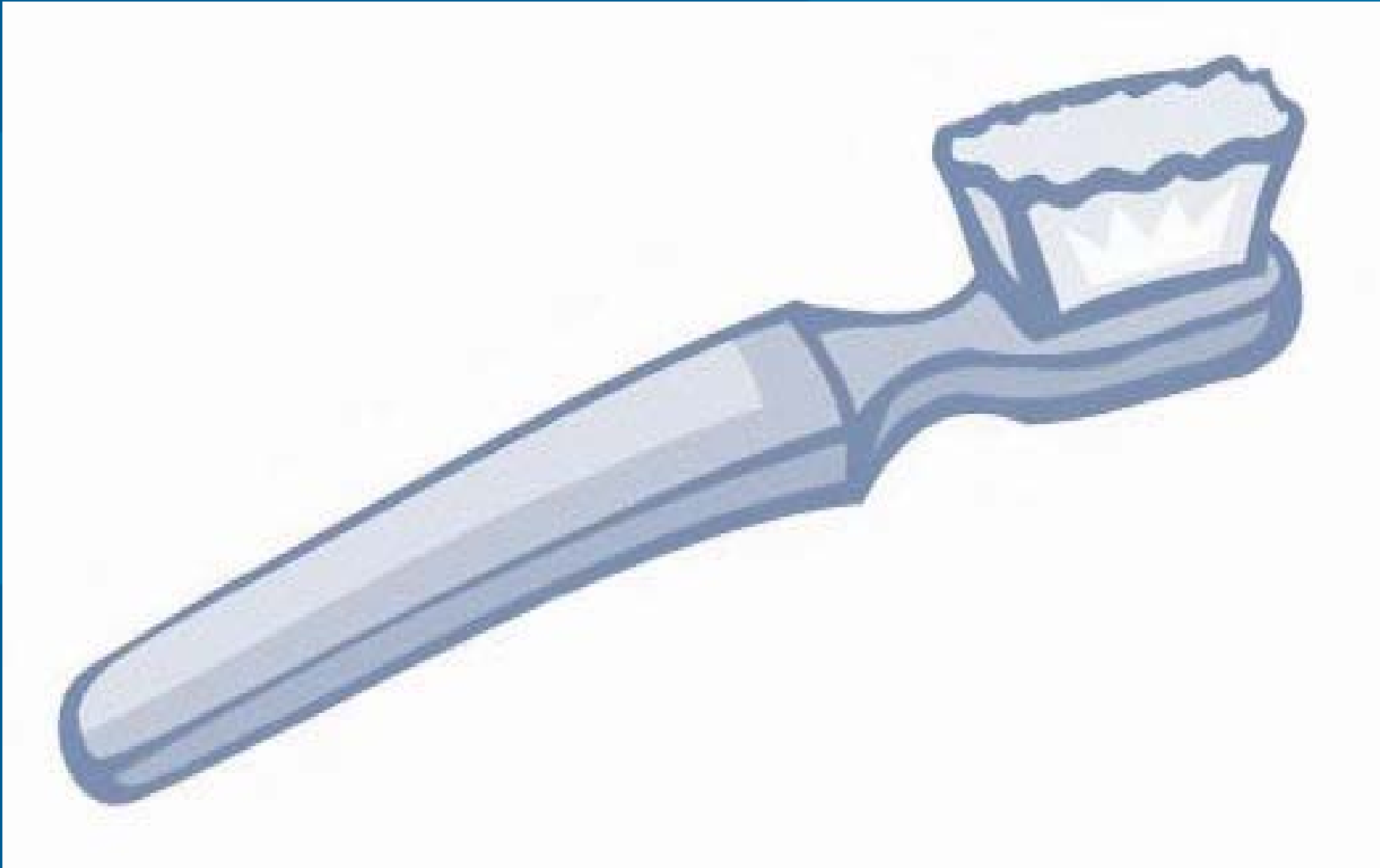
- **Review what you are going to do!**
- **E mail to a critical friend and follow it up!**
- **Arrange a time to meet in 4 weeks' time to review what you have done!**
- **80% of you will fail to do this, 80% of new business fail within 3 years!!**



What you should have!

- **Knowing your 5 W's?**
- **Customer service - 3 things to do
3 ways to find out**
- **Sales and Marketing – 3 things to do**
- **Long term plan – When is this ready?**
- **Measure sales performance?**
- **Measure contract performance?**
- **Time scales!**





Business
Link

Questions and feed back!

