

# **8 Steps To A Dynamic, Profitable Business**



**John Strange**

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Each of the steps has a set of items with a Yes or No option:

Circle Yes if you have a high level of confidence that you have that item under control in your business.

Circle No if you know you could spend a little more time improving on that item.

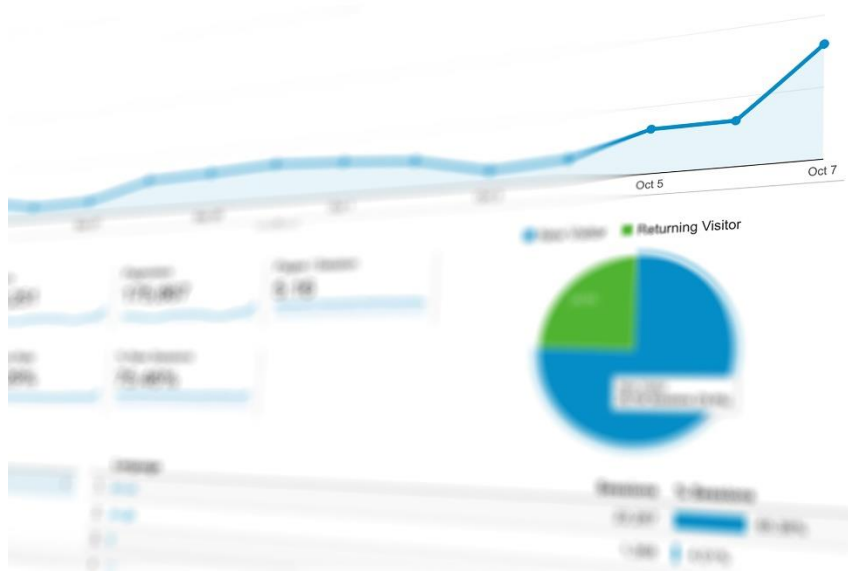
We recommend printing this document so that you can complete your answers in hard-copy.

We also recommend using a highlighting pen to highlight all the items you answered No for.

When you reach the end, you will have a complete list of the steps and their items which you could improve on in your business.

The step where you have the largest number of No answers might be a good starting point for you to work on.

## Step One:



### *Give your marketing performance a boost*

- |   |          |
|---|----------|
| ✓ Follow up on sales leads  | Yes / No |
| ✓ Boost your level of professionalism   | Yes / No |
| ✓ Provide outstanding service to existing clients   | Yes / No |
| ✓ Conduct regular planned promotions  | Yes / No |
| ✓ Have a working knowledge of customer needs  | Yes / No |
| ✓ Analyse and evaluate success of past promotions   | Yes / No |
| ✓ Do regular prospecting of new customers   | Yes / No |
| ✓ Persistently and methodically manage client base  | Yes / No |
| ✓ Develop new “centres of influence” (i.e. people that can refer business to you)                         | Yes / No |
| ✓ Have Information Systems in place (how easily can you review sales by product, by customer segment etc) | Yes / No |

## Step Two:



### *Use traditional advertising methods*

- |                                      |          |
|--------------------------------------|----------|
| ✓ Sending direct mail                | Yes / No |
| ✓ Posting in the Yellow Pages        | Yes / No |
| ✓ Using press advertising            | Yes / No |
| ✓ Using radio advertising            | Yes / No |
| ✓ Hosting seminars                   | Yes / No |
| ✓ Making press releases              | Yes / No |
| ✓ Putting on exhibitions             | Yes / No |
| ✓ Cold canvassing/ telephone selling | Yes / No |
| ✓ Using telemarketing                | Yes / No |
| ✓ Using leaflet drops                | Yes / No |
| ✓ Making sales promotions            | Yes / No |

### Step Three:



### *Become a digital marketing wiz*

- |  |          |
|--|----------|
| ✓ Facebook Ad Campaigns  | Yes / No |
| ✓ Boosted Facebook Posts   | Yes / No |
| ✓ Installation of Facebook Pixel and Google Analytics tracking codes |          |
| ✓ Maintenance of webpages  | Yes / No |
| ✓ Setting up an online shop  | Yes / No |
| ✓ Developing high converting landing pages                           | Yes / No |
| ✓ Developing opt-in lists  | Yes / No |
| ✓ Setting up automated emails  | Yes / No |
| ✓ Hosting webinars   | Yes / No |
| ✓ Using thank-you pages for promoting social media                   | Yes / No |
| ✓ Creating upsells   | Yes / No |
| ✓ Documenting and reviewing progress                                 | Yes / No |

## Step Four:



### *Always provide visual sales aids*

- |   |          |
|---|----------|
| ✓ Slide presentations                               | Yes / No |
| ✓ Sales presenters (in videos or in person)         | Yes / No |
| ✓ Brochures and infographics                        | Yes / No |
| ✓ Newsletters                                       | Yes / No |
| ✓ Newspaper clippings                               | Yes / No |
| ✓ Business cards                                    | Yes / No |
| ✓ 3D eBook Covers and banners for digital marketing | Yes / No |
| ✓ Branded stationary                                | Yes / No |

## Step Five:



### *Do a regular financial analysis*

✓ Financial Budgeting	Yes / No
✓ Sales Budgeting	Yes / No
✓ Cash Flow/Revenue Ratio	Yes / No
✓ Accounting & Information Systems	Yes / No
✓ Availability of Funds for Growth	Yes / No
✓ Financial Structure & Gearing	Yes / No
✓ Level of Working Capital	Yes / No
✓ Company Level of Debt	Yes / No
✓ Purchasing Systems	Yes / No
✓ Debtors Level	Yes / No
✓ Creditors Level	Yes / No
✓ Level of Financial Control	Yes / No

## Step Six:



### *Make a people-management evaluation*

- |  |          |
|--|----------|
| ✓ Ability to cope with workload                | Yes / No |
| ✓ Knowledge of Products / Services             | Yes / No |
| ✓ Salespeople's ability to overcome objections | Yes / No |
| ✓ Sales Skills                                 | Yes / No |
| ✓ Accounting/ Bookkeeping Skills               | Yes / No |
| ✓ Management Skills                            | Yes / No |
| ✓ Self Confidence/ Enthusiasm                  | Yes / No |
| ✓ Knowledge of Legal/Business Issues           | Yes / No |
| ✓ Knowledge of Technical Service Issues        | Yes / No |
| ✓ Level of Employee Morale                     | Yes / No |
| ✓ Well defined Job Responsibilities            | Yes / No |
| ✓ Accountability                               | Yes / No |

## Step Seven (A):



### *Perform a retail business review*

✓ Location of Premises	Yes / No
✓ Size of Premises	Yes / No
✓ Store Layouts	Yes / No
✓ Presentation of Stock	Yes / No
✓ Stock Rotation	Yes / No
✓ Stock Damage/Pilferage	Yes / No
✓ Spoilage	Yes / No
✓ Parking Facilities/Convenience	Yes / No
✓ Customer Service	Yes / No
✓ Quality of Cash Register/Computer	Yes / No
✓ Cleanliness of Premises	Yes / No
✓ Efficiency of Product Lines	Yes / No

## Step Seven (B):



### *Optimise your manufacturing process*

✓ Capital Equipment	Yes / No
✓ Preventative Maintenance	Yes / No
✓ Reject Rate of Final Product	Yes / No
✓ Production Staffing Level	Yes / No
✓ Down time/ Overtime	Yes / No
✓ Production Flexibility	Yes / No
✓ Work in Progress	Yes / No
✓ Relationship with Union	Yes / No
✓ Updated Production Process Records	Yes / No
✓ Updated Suppliers Records	Yes / No
✓ Supervision	Yes / No
✓ Production Innovation & Costs	Yes / No
✓ R & D Programs	Yes / No
✓ Staff Motivation	Yes / No
✓ Existing & new plant and machinery?	Yes / No

## Step Eight:



### *Get your client services in order*

- ✓ Have an online booking system Yes / No
- ✓ Keep all notes and records of client meetings and send to clients where appropriate Yes / No
- ✓ Keep up client communication Yes / No
- ✓ Provide opportunities for networking Yes / No
- ✓ Understand your clients' needs and create client profiles/ demographics Yes / No
- ✓ Document client pain-points Yes / No
- ✓ Remind clients of how you can help and what you offer Yes / No
- ✓ Make personalised offers and over deliver Yes / No
- ✓ Manage mailing lists and send regular newsletters/ promotions Yes / No

For more information please contact  
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