

Business Owner Frustration #8 of 14, "Chronic Cash-Flow Challenges" A Guide To Get Your Life Back

By:

Roger Hawk

Action Coach Business Coach

rogerhawk@actioncoach.com

(208) 321-2553

Quit Losing Profits at Work & Start Getting Your Financially Secure Life Back

1 **Goal 1:** Eliminate waste and duplication in the Business

Strategy: Systematize the 9 areas of Leverage in your business using 4 types of systems.

Solution: The first four areas in leverage to systematize are the Vision, Mission, Culture and S.M.A.R.T. Goals of the business and must be completed by the owner. If you as the owner do not set the direction of the business, how do you expect the employee to follow you? The owner can have input from senior staff, spouse, mentors, etc but ultimately the business has to follow the owners vision of what they're creating. The next four areas of leverage to systematize are around employee and include Organizations Charts, Position Contracts, Key Performance Indicators and How to manuals. These areas allow the owners and employee to know the rules of the game, what's expected and how they are measured with no surprises. The 9th area is the management "system" itself. The 4 systems used to systemize a business are Accounting systems including various Testing and Measuring systems, Delivery and Distribution Systems, Technology and finally People and Education systems. If you are in need of ideas for any of these areas or systems, give me a call at 208-321-2553 or email me at rogerhawk@actioncoach.com

2 **Goal 2:** How to make your employees more productive.

Strategy: Set your Team's expectations through clearly defined Mission, Vision, Values and Culture.

Solution: When I was in the Army's Special Forces, we had a saying that went, "A well informed troop is a good troop." As the leader of your business, the employees are looking for you to set the direction of the company. This is done through clearly defined Mission, Vision and Values statements. If I were to ask your employees what your mission, vision or values were, could they tell me? Most business' can't. Culture is vital to any organization and must come from the owner, otherwise, the employees will define your business' culture for you and I promise you that you will NOT like what they establish and neither will your customers. Problems with team members can tear a business apart and letting a situation fester can often cost owners their best employee and their business. Therefore, leadership training for owners and executives is essential to effective team management. Written 90 day plans with weekly goals which are communicated openly and effectively to the employees is also critical. Contact [Roger Hawk](#) to schedule a TeamRich workshop for your organization or to discuss how to create your Mission, Vision, Values or Culture for your business. Attend a [GrowthClub](#) (90 day planning workshop) today.

3 **Goal 3:** Increase Cash-Flow and Maximize Profits

Strategy: Work the 5 ways of the Business Engine in an Effective Order

Solution: The "5 ways" that make up the business engine are: Lead Generation, Conversion Rate, Number of Transactions, Average Dollar sale and Margins. At ActionCoach we have 344 fully developed strategies to increase these 5 areas of the business engine. The order you work on these areas should be: Margins first. The reason for this is that any cuts in costs or improvements in price go straight to the bottom line (profits). Next is your conversion rate. If you "convert" a higher percentage of the leads you already have, your profits increase accordingly (double conversion and you double profits). Next is the number of transactions or how many times a customer comes back to buy from you. This number can vary depending on your business. Next is Average dollar sale or the incremental increase in how much people buy when they buy from you. Finally Lead Generation is last. Why? Because it is the most costly of all the areas to implement. Besides, why turn the faucet on if the plug is not in the bottom of the sink. Fix the other areas first so you don't waste leads. Call Roger at 208-321-2553 or email me at rogerhawk@actioncoach.com to discuss our 344 strategies and which ones will help you to improve your 5 ways.

4

Goal 4: Create Massive Demand for Your Product or Service

Strategy: Create Your Optimum Marketing Plan.

Solution: There are 83 developed strategies that help you market your product or service through the ActionCoach System. Not all strategies work for all industries. E.g. retail vs. manufacturing vs. services, etc. Therefore the key to creating an optimal marketing strategy comes down to selecting 10 marketing strategies and make them as automatic as possible. The next key is to test and measure the success of each strategy. Testing a new strategy should be done on a small basis to allow for error without taking the company down with a failed strategy. For instance, if you plan to use newspaper advertising as a strategy then test various headlines, various offers, various placements, dates, papers, etc in order to determine what works best for you. Then and only then make a large buy of the ad. You can imagine a company doing a 5,000 piece mailer just to find out that the headline had zero draw to the readers of the mail piece. Repeat this step for 10 marketing strategies with the goal of bringing in 10% of your client base with each strategy. That way, if one stops working, you only lose 10% of your leads not 50% or 100%. Contact Roger Hawk if you need forms or guidance in how to develop a marketing plan for your business at 208-321-2553 or rogerhawk@actioncoach.com

5

Goal 5: Remove Price as the Determining Factor for Buying Your Product or Service.

Strategy: Create Your Uniqueness and Understand Your Customers Value

Solution: The 4 areas that add to the Niche (step 2 of the 6 steps to a better Business) of a business are:

1. Your Unique Selling Proposition (USP)
2. Your Guarantee(s)
3. Acquisition Costs of new Clients
4. Lifetime Value of a new Client

All marketing must communicate your USP. McDonalds advertises fast, consistent and child friendly. Walmart advertises low prices. There are many more examples but you get the idea. Next is your guarantee. Find out what the customer would be most scared of when considering the purchase of your product and guarantee it – remove the fear of buying from you. Know the Acquisition costs of every new customer and what their lifetime value is. Why? Because I've seen businesses market themselves out of business by paying more in marketing to gain a new client they would ever make over the life span of that client. You can NOT make up for a loss in volume, you just go broke quicker. Contact Roger Hawk if you need help creating your uniqueness or guarantee or if you need to calculate acquisition costs or life time values at 208-321-2553 or rogerhawk@actioncoach.com

Receive a free “Business Health Strategy Session” by contacting me at: rogerhawk@actioncoach.com or by calling Roger Hawk at 208-321-2553. Also, visit my website at: <http://actioncoach.com/rogerhawk> . Listen to my weekly radio show on <http://670kboi.com> on Saturday morning at 7:00 or download my latest show and other business tools from <http://hawkseyeonbusiness.com>

The World's
Number 1
Business Coaching Firm

ActionCOACH
business coaching