



6 Keys to Business Success

1. Values, Vision and Mission
2. Goals and Rewards
3. Measuring & Reporting – what to measure, frequency of data and how to track
 - a. Financial
 - b. Sales
 - c. Production
4. Sales & Marketing Focus
 - a. Clarify Sales Goals
 - i. Revenue objectives
 - ii. Corresponding activity objectives
 - iii. Revenue rewards
 - b. ICP Focus (Ideal Client Profile)
 - c. Unique Differentiating Factor(s)
 - d. Sales Process Focus – steps, tools, objectives and people
 - e. Lead Generation Focus
 - i. Marketing – web, social media, print, TV, Billboards, email newsletter, other
 - ii. Sales – Networking, speaking, trade shows, target marketing, referrals, etc
5. Time and Activity Focus
 - a. Priority Focus
 - b. Circular Focus
 - c. Planning Focus
6. People & Processes
 - a. Organizational focus – structure and hierarchy
 - b. Assessment practices
 - c. Roles and responsibilities – positional clarity
 - d. Systems and processes
 - i. Sales
 - ii. Production
 - iii. Administration
 - iv. Development
 - e. SOP's
 - f. Operations Manual
 - g. Coaching practices
 - i. Timing and agendas
 - ii. Development focus
 - iii. Accountability
 - h. Team building