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where every small business owner can achieve big business success

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My top 3 tips for ailing businesses

At the financial year draws to a close I'm often asked for my top three tips for business owners feeling frustrated and who are just about to throw in the towel.

No matter what the business is.... everyone has the same frustrations – it's always exhausted with no time, dysfunctional or no team and no profit.

I always take one step back and ask these three questions:

1. Is your tree growing or dying?
2. Are you in growth or maintenance mode?
3. What is your Hourly Rate Identity?

Turning your business around starts with you. I can give you every strategy or formula that I know works, but if you haven't truly committed to making a change then they won't help you. It's as simple as that.

There's a formula that will help you discover what it takes to make this leap. It's called the **Formula for Transformation**:

$$(Frustrations \times Desired\ outcomes) + Clarity > Resistance\ to\ transform$$

Identifying your frustrations will start to bring clarity. Then you can shape your desired outcomes for your business and life.

So having temperature checked that the business owner is truly committed to making a breakthrough, I then ask "Is it time, team or money that's causing you sleepless nights"?

More often than not it's money, or cashflow – or rather lack of! One very important thing to remember is that sales is the only activity that actually puts money into your business. Everything else takes it out. It is fundamentally important to grow sales within your ideal target market. But how do you do that?

Go back through your prospects and pick your 'low hanging fruit' – who have you spoken to in the last 90 days that for whatever reason hasn't said yes yet? Why haven't they said yes? Have you asked for the sale? Do you have a call to action? Are you making it easy for them to buy from you?

never
never
never
give
up

(winston churchill)

Often we get so wrapped up in the process that we actually forget that our customers may not understand our process and we may not have given them an opportunity to say yes... yet!

My next tip is to complete what I call the **Value Proposition Exercise**.

1. Write down what are the five urgent needs of your target market?
2. What problems must your clients solve right away?
3. What are the five solutions that you can provide?
4. Identify what is the #1 big outcome that you provide?
5. What kind of return on investment will your clients get working with you?
6. Write an 11 point list of WHY I should buy you.

Once you have all this information I want you to look back over the past 60 or so days and select your top five customers that experienced this outcome and ask them to buy from you again (repeat business), or introduce you to someone they know that has the same urgent need (referral)*. Once you have perfected your sales process repeat the experience with your five top prospects.

Once you've identified your Value Proposition build your sales process around this.

*A repeat referral based business model with the ideal target market is the most successful business model in the world.

Remember, your business grows just a little bit or dies just a little bit every single day. Sometimes we have to take two steps backwards to go four steps forward.



Wednesday 22 June - 7.15am to 10am

If you haven't already done so, we urge you to join us at our event - *Stamina - the hidden ingredient of success*. Come and listen to two inspiring people who will share how they have overcome obstacles to achieve a personal best. Pick up some tips that you can implement in your business immediately and network with other business owners in growth mode.

[CLICK HERE TO FIND OUT MORE](#)

Make next week another personal best.

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