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...Be more effective in your
business

A rustic wooden sign with the word "WELCOME" in a bold, black, serif font. The sign is light-colored wood and has a hole on the left side. A bunch of purple flowers with green stems and a piece of brown twine are attached to the left end of the sign. The sign is placed on a dark, textured surface.

WELCOME

Be more
effective
in your
business

2019

Business...

- Marketing
- Sales
- Admin

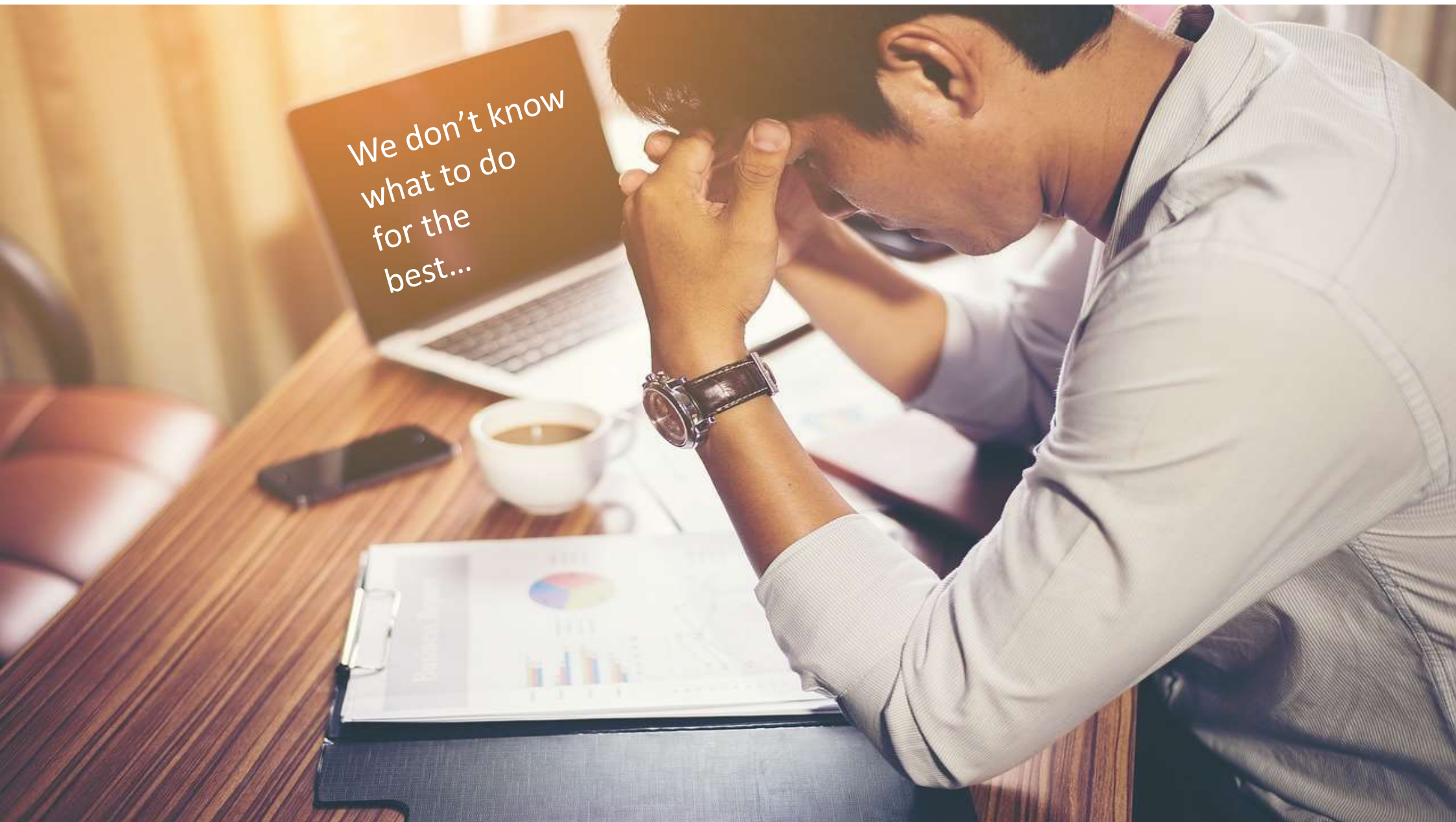
- Networking
- Cash Flow
- Staff

- Social Media
- Strategy
- Growth

- Brand
- Be The Expert
- And so on...



We don't know
what to do
for the
best...



1

Guide The Business:

- Vision
- Culture
- Purpose

2

Get The Business:

- Sales
- Marketing
- Opportunities

3

Doing The Business:

- Product
- Service

4

Administering The Business:

- Process
- Systems
- The Back Office

...Four fundamentals



...Administering The Business



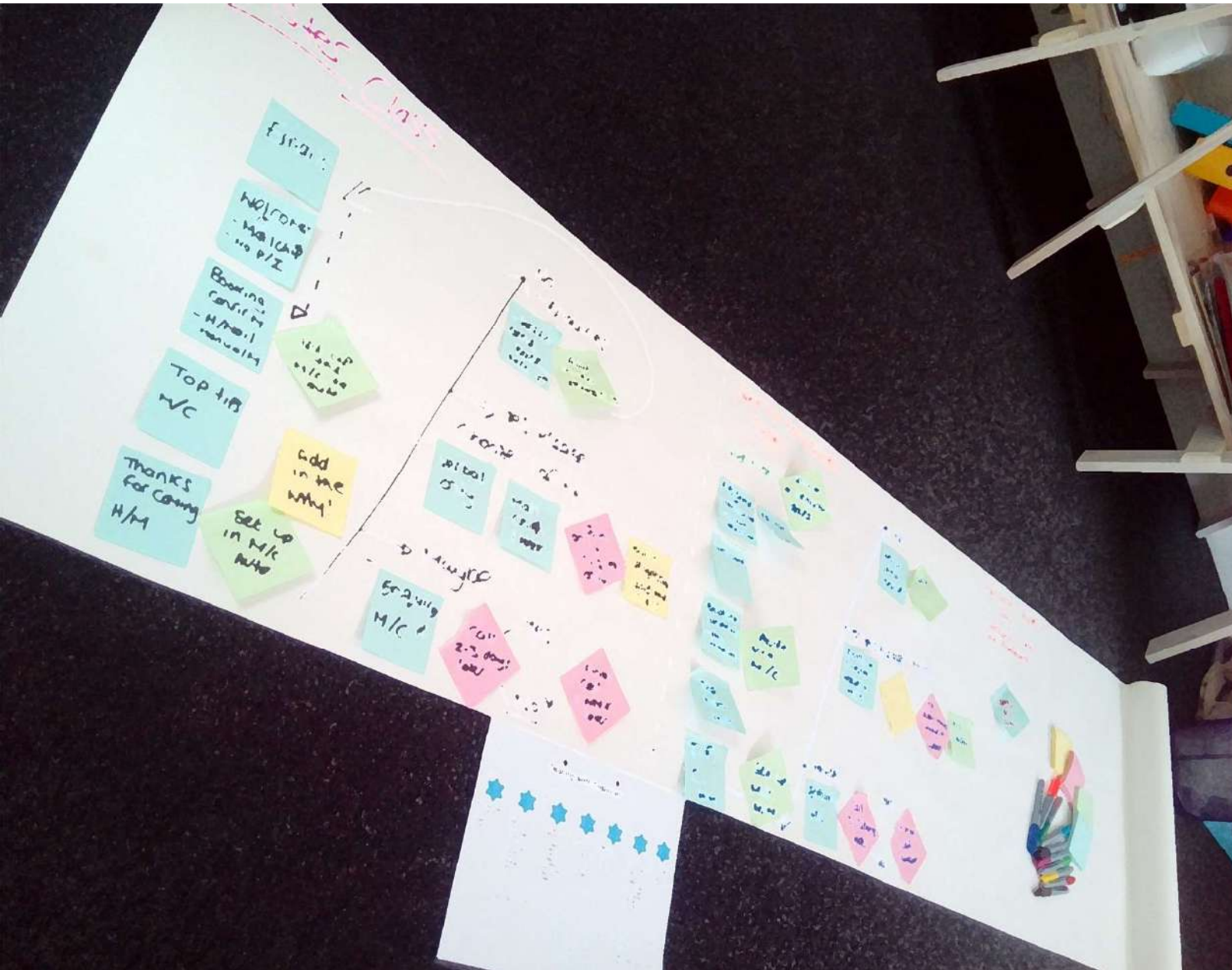
LOST
FOUND
SEARCHING



Processes & Procedures

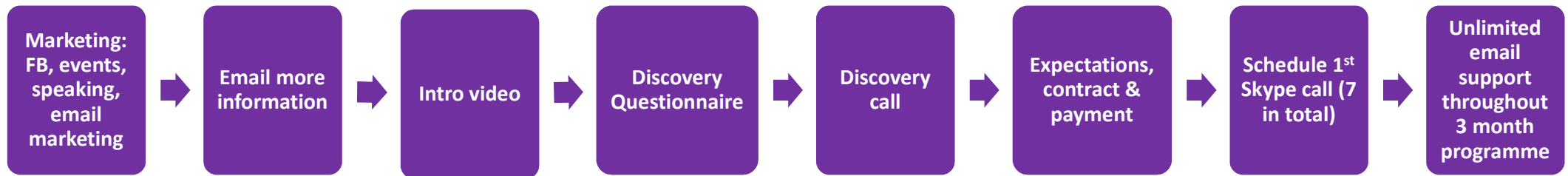
...are essential

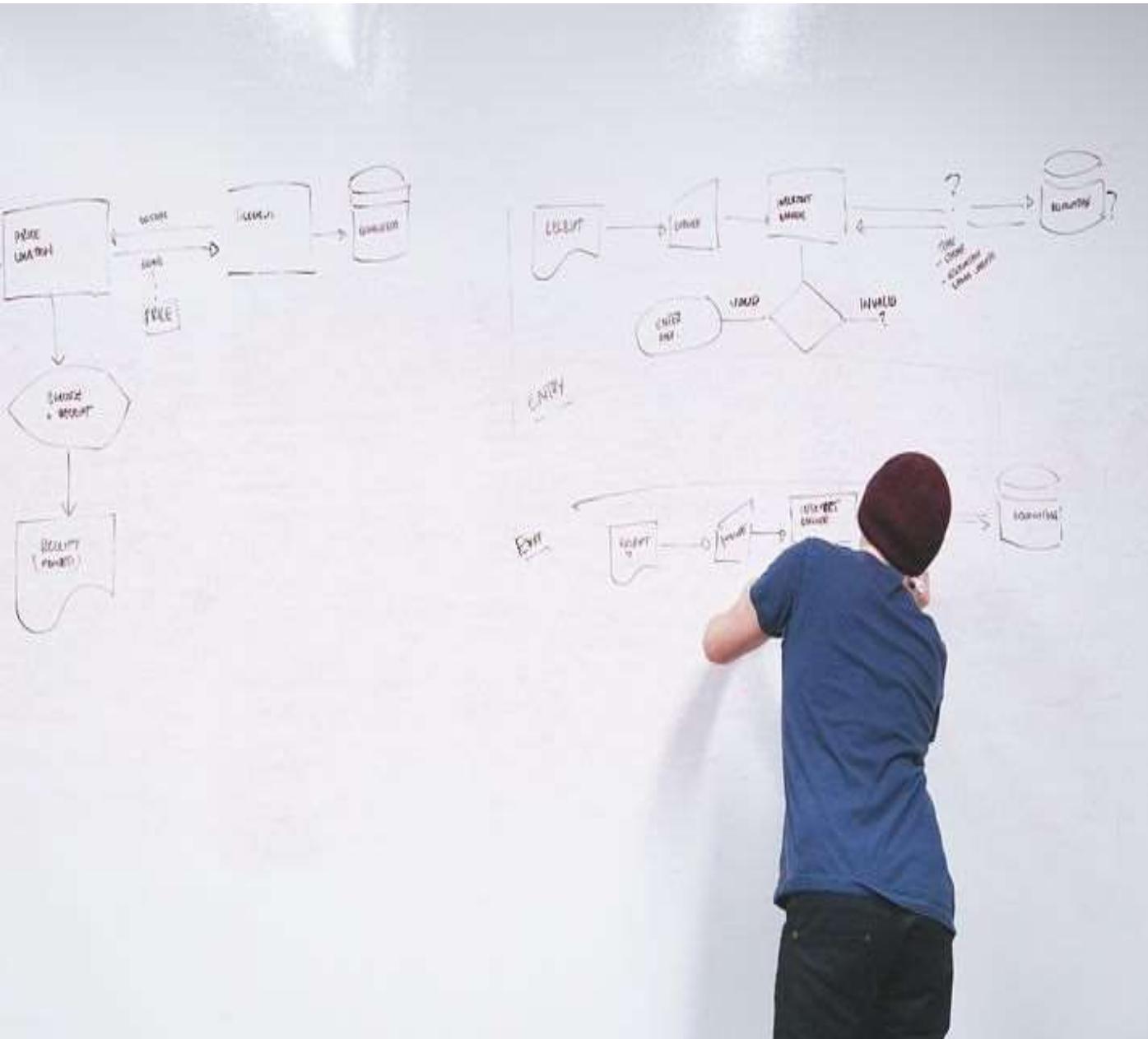
...there will be many for your business



What is your A to Z process of your customer journey?

Example Flow





Exercise

Take a few minutes to think about your customer journey and jot down the key points or any ideas.

Chat with others if it helps



100 million users, 117 thousand workers world wide. Net sales over 177 Billion in 2017. The company lost \$4.8 million when the website went down for 40 minutes



37,000 stores in 100 countries, employing 1.5 million people, 80% of stores are franchises. Earning over 5 Billion in 2017



Operates in over 100 towns and cities across the UK, employing over 600 software engineers and employees in our UK headquarters, working with more than 8,000 partner restaurants and engaging 15,000 riders.

Leading companies doing it well...



FREE Business Analysis Tool

Please answer YES or NO to the following questions. If it's not a 100% yes, then select no			
1	I have written process for my full customer journey and other areas of my business	Yes	No
2	I have standard templates set up for customer enquiries and each prospect gets the same service every single time	Yes	No
3	I have clearly written terms & conditions for my business which is given to every client	Yes	No
4	I have a clearly defined quoting system/pricing matrix in place	Yes	No
5	I have an online CRM (Customer Relationship Management) system which records all my interactions from prospect through to service or product delivery	Yes	No
6	I have clear payment/deposit terms in place to ensure good cash flow	Yes	No
7	I have an online invoicing and book keeping system in place	Yes	No
8	My business is managed predominantly (over 80%) electronically and online	Yes	No
9	I am utilising all of the prospective client data that comes through my business (i.e. you are doing something useful with the data, like building your data list in Mailchimp)	Yes	No
10	I get good feedback from all my customers and its recorded on my website/google my business	Yes	No
ADD UP THE TOTAL NUMBER OF YES'S AND NO'S AND ADD THE FIGURE TO THE COLUMN			

Exercise

Individually or in pairs, go through this tool to see how you are doing on this side of your business...

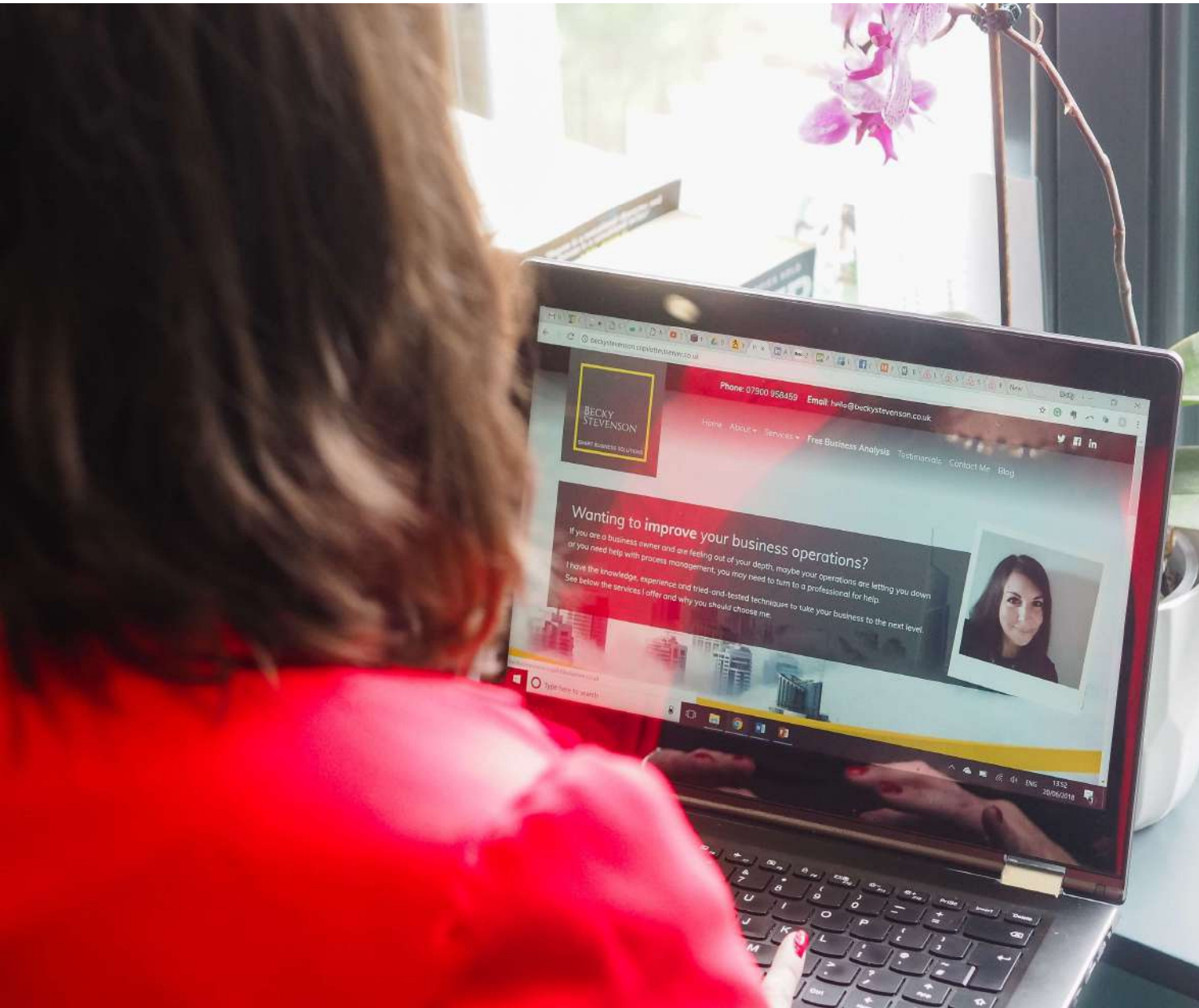
10 Minute Break...



Technology...

- Website
- CRM
- Work Flow
- Tracking
- Automation





Website

Does it generate leads?

Is it just an information point?

How does it gather data?

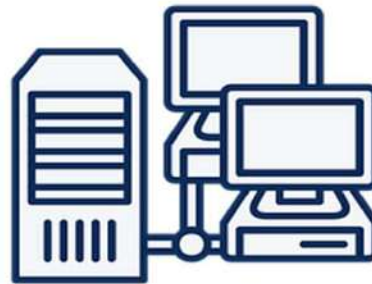
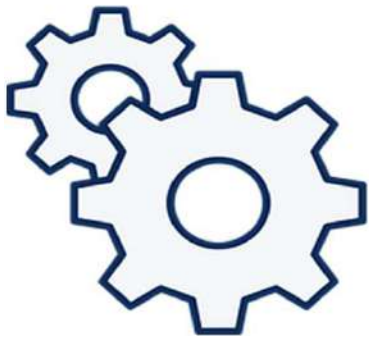


CRM & Tracking

Customer Relationship
Management System



insightly

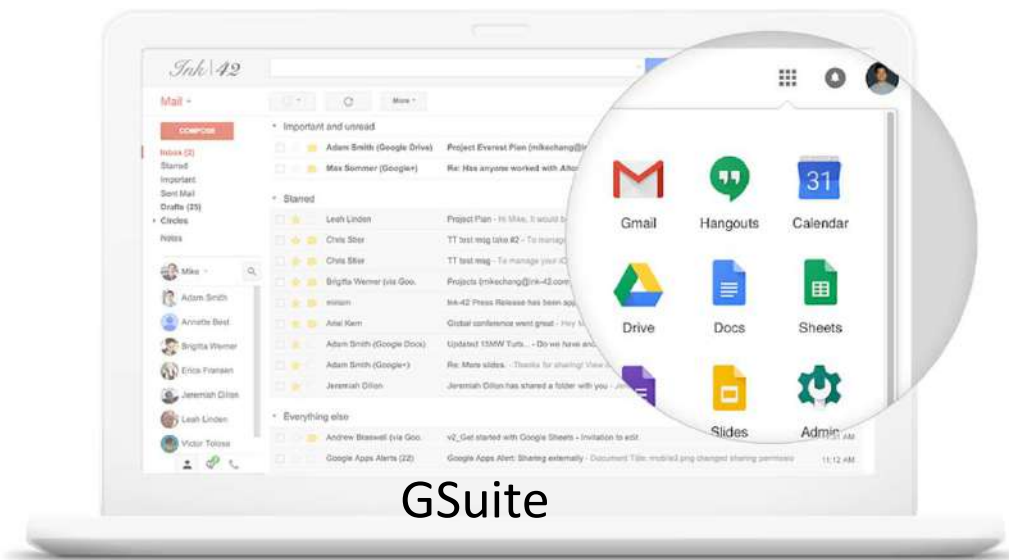


ZOHO



Cloud Based Accounting





GSuite

Productivity Tools

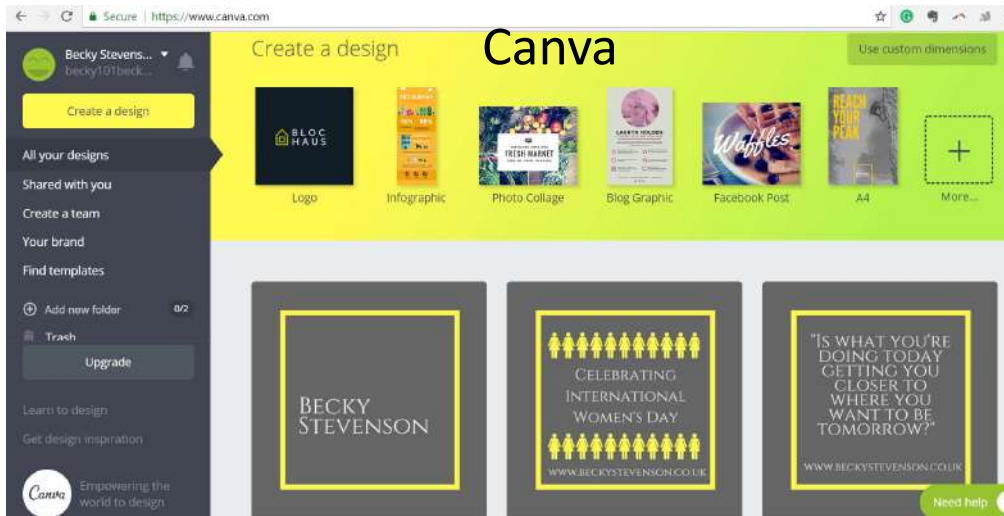


calendly

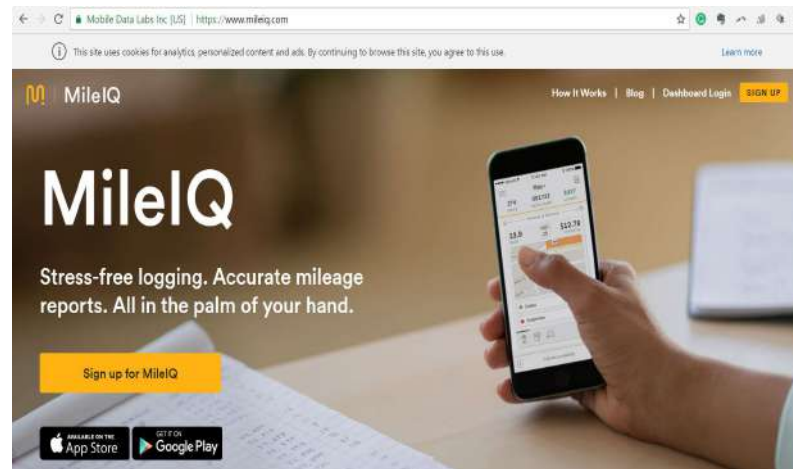


Boomerang





Time Saving Tools





Get apps and devices talking to each other...

IFTTT

What do you have in place?

CRM

Tracking

Website

Automation

Workflow

???



How are you tracking the 8 key steps?

Step No	Product based business	Service based business	Tool
1	Enter your sales funnel	Enter your sales funnel	Website
2	Enquiry & data capture	Enquiry & data capture	CRM
3	Response Invoice	Response	Automation CRM
4	Pick	Consultation Invoice	Workflow Tool Pro forma
5	Pack	Service delivery	Workflow Tool Pro forma
6	Post	Follow up work Invoice	CRM Tools
7	Review / Testimonial	Review / Testimonial	Automation CRM
8	Repeat business/recommendation to others	Repeat business/recommendation to others	CRM E-marketing



A goal is just a wish without a plan



- What is your short and long term goal for your business / personal life?
- What are you trying to achieve and by when?
- Without identifying these productivity is pointless...

Being Productive



- Literately write whatever comes into your head
- Separate line / bullet point
- Home / work / family
- Spend 30 seconds. Stop. Keep going. Return after a short break if needed.

Being Productive

	Urgent	Not Urgent
Important	<p style="text-align: center;"><u>Quadrant I</u></p> <ul style="list-style-type: none">• Crisis• Pressing problems• Deadline driven projects	<p style="text-align: center;"><u>Quadrant II</u></p> <ul style="list-style-type: none">• Relationship building• Finding new opportunities• Long-term planning• Preventive activities• Personal growth• Recreation
Not Important	<p style="text-align: center;"><u>Quadrant III</u></p> <ul style="list-style-type: none">• Interruptions• Emails, calls, meetings• Popular activities• Proximate, pressing matters	<p style="text-align: center;"><u>Quadrant IV</u></p> <ul style="list-style-type: none">• Trivia, busy work• Time wasters• Some calls and emails• Pleasant activities

Embrace
technology

Streamline
processes

Establish
open
communication

EFFICIENCY

Build
a strong
team

Redesign
your
workflow

Prioritize
tasks



Need more help?

Business Accelerator Call

Only 3 spaces left for May

**1 hour all about YOU and
YOUR business**

£99



From quitting his job in 1994 to explore the untapped area of on line selling. He became a book seller in his garage in Washington....he's now the richest man* in the world (*2018)

How far will
you go...?

2019



BECKY
STEVENSON

Connect with me

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hello@beckystevenson.co.uk

LinkedIn®