

BUSINESS, LEADERSHIP & LIFE

SHORTCUTS

The BOSS factor – eBook Series

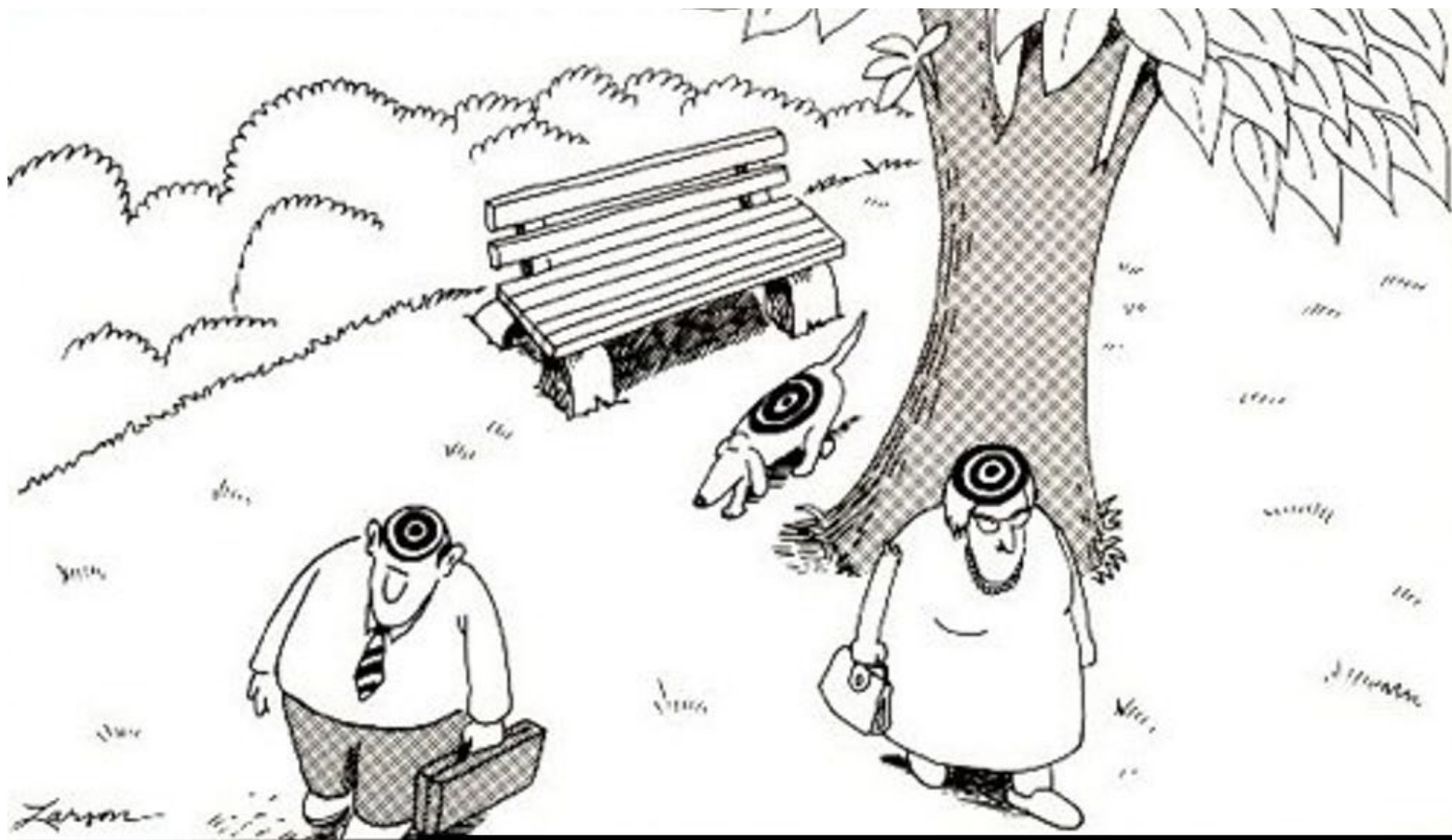
BUSINESS GROWTH

**A Bird's Eye view of the Art and Science of
Business Growth**

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Business & Performance Coaching

HOW BIRDS SEE THE WORLD



A 'Bird's Eye' view of the Art and Science of Business Growth

Business Growth – there's an Art to it isn't there? We need to be adaptive, creative and respond to what's in front of us. There's also a Science to it meaning if you do things in a certain way, over and over again you will generally get a predictable result.

The key to success, so it seems is getting these two ideas in the right proportions and the right mix – and to some extent that depends on the nature of your business and most importantly – you.

Your mind-set, your passion, your attitude, your work-ethic and how strong your desire is; how much do you really want this? Are we just talking about doing it or are we doing it?

On average I read a new business/sales/marketing book every couple of weeks – sometimes every week. Probably not enough – but I do try to put an hour in each day for at least 5 days per week. We call it the 5 Hour Rule.

I may not be able to always have an interview or lunch with people who are smarter than me, but I can read what they have to say and take what I think is relevant to me and my clients.

One book I read a few months back was written by Grant Cadone – an internationally acclaimed sales expert.

There were a few things he said that resonated with me and one idea in particular that – as it turns out – I've always subscribed to and to some extent always followed.

Grant suggests that we must set targets 10 times what we think we want and then do 10 times what we think it will take to accomplish those targets.

Massive Thoughts and Massive Action.

In other words, you cannot get to the next phase or next level of a project or your business without a grander mind-set, more acceleration, and extra horsepower.

Grant calls this the 10x Rule.

The Rule has two parts – setting goals 10x greater than you have before and putting in 10x the effort to achieve those goals.

I feel I've done okay with the effort part but failed with the first part. I now don't believe I've set my goals high-enough. Well, that has changed. I've got that part right now and that's why I love working with businesses who are prepared to have a 'crack' and set some serious – often out this world – goals.

In fact, here are the criteria of the people we work with – our Ideal Clients:

- They are GROWTH oriented – They want to grow their Business; they want to double, triple their sales and profitability. They want to grow professionally and improve their knowledge and skills and they want to grow personally. They want to contribute. Also, they want to make a difference and get better in all areas of their lives.
 - They are RAPID RESPONDERS – Talk today, Done tomorrow. They are ACTION oriented.
 - They are RESILIENT and COURAGEOUS. They face their fears and keep coming back.
 - They THINK BIG. Their ideas and projects benefit large groups of people. They know they can get anything they want providing they help enough other people get what they want.
 - They embrace SELLING as a critical skill in life and business. They know that nothing happens until something is sold.
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- They are VALUE oriented. They gain value from their relationships with us and other support teams. They value sound, practical advice. They create VALUE in all selling situations. Whether that be ideas, products, or services.
- They are naturally COLLABORATIVE. They contribute to and focus on solutions.
- They are POSITIVE and naturally optimistic.
- They are true LEADERS and know that for a leader to be successful they must have a clear and compelling VISION of what they are creating.

The other idea I really liked was his definition of taking action and why 'normal action' just sets you up for failure:

Understanding how to calculate and then take the right amount of action is more important than your concept, idea, invention, or business plan.

I've broken his thoughts down into four choices for you:

- Do nothing.
- Retreat
- Take normal levels of action.
- Take massive action.

Do Nothing

At this level you are not taking actions that move you forward in order to learn, achieve success, or control some area of your life. Despite what it may sound like, do not assume 'doing nothing' requires no effort, energy, or work. Regardless of which degree of action you operate at, they all require work in their own way.

Retreaters

If you operate at this level, you are taking actions in reverse. People who retreat are probably trying to avoid the negative experience they imagine will come from the results of taking action and possibly failing. This level personifies the 'fear of success' phenomenon. Like doing nothing, this level of action requires hard work and effort to maintain.

Normal

This is the biggest group today. On the surface this level of action is accepted as normal, but it is this level of action that created the trap of the middle class and maintains that dangerous mentality.

Although some members of this group may occasionally attempt to generate exceptional levels of action, they almost never create anything exceptional. As long as average works, people at this level are fine with it - they are comfortable with the status quo.

Massive

This fourth degree of action, as farfetched as it may sound, is the most natural state of action there is. Grant says "I have been called a lot of things because of my commitment to action: workaholic, obsessive, greedy, never satisfied, and driven.

Every time I have been labelled like this; I have noticed the person making the comment is operating at less than the fourth degree of action."

NORMAL LEVELS IS A FAILING FORMULA

The average worker reads an average of less than one book a year and works an average of 37.5 hours per week. This same person makes 319 times less money than the top CEOs, who claim to read more than 60 books a year.

When average actions hit any resistance, competition, loss, or lack of interest, negative or challenging market conditions, or all of these, you will find their project tumbling down.

Average is taking normal levels of action - and that doesn't work in any area of life.

Anything you give only average amounts of attention will start to subside and will eventually cease to exist.

Average is also the reason why most new companies fail.

Most people are building business plans based on average considerations and ways of thinking, not the massive amounts of action that are necessary to push through.

Average assumes—incorrectly, of course—that everything operates stably. People optimistically overestimate how well things will go and then underestimate how much energy and effort it will take just to push things through.

Average thinking and actions will only guarantee you misery, uncertainty, and failure.

Take massive actions to have the money, time, and happiness you not only want but deserve in life.

So, back to the Art and Science of Business Growth.

Business is there to give you a life, not to consume it.

We only have three resources to put into our businesses – and this applies to your team members as well.

We have our:

1. Time
2. Money and
3. Energy

We put our time in, our money in and our energy in and what do we want? More time to do all the things we want to do; more money to do those things and more energy – a feeling that the business is giving us a life.

Get the mix right and it's all cool. Get it wrong and about 85% do...then what we get is less time, less money and less energy and a feeling that the rewards no longer match the effort. This creates even more stress. ...And, well you know the rest...all sorts of crappy stuff happens.

So, what's the mix?



We call it – the FOUR PILLARS OF GROWTH...

1. MARKETING – creating opportunities to do business.
 2. SELLING – converting those opportunities into Sales.
 3. DELIVERING – Delivering on your promises. A sale is nothing more than a promise to deliver.
 4. SERVICING – Keeping everyone happy, strengthening loyalty and increasing your referrals.
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Growth also includes our 'Growth Equation.'

For example:

If we have 100 clients and they spend \$1000 with us and they buy twice a year we would have ...

# Clients	Average Spend	Repeat Purchases	Revenue
100 x	\$1000 x	2 =	\$200,000

What if we increased each 'variable' by 10%?

110 x	\$1100 x	2.2 =	\$266,200
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...10% gives us a 33% increase in revenue ...

What if we could do better...?

Say a 25% increase on each of the 'variables'...

125 x	\$1250 x	2.5 =	\$390,625
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...25% gives us a 95% increase in revenue...

The key point ... it's not the revenue we have to chase it's the 'profit drivers' and there are SEVEN... (7)

1. Retention rate
2. Lead Generation
3. Conversion rate
4. Average Dollar Spend
5. Repeat Purchases
6. Cost of Goods Sold (COGS) and
7. Expenses

We want to increase the first five and decrease the last two...

Finally, I want to share a little philosophy with you ...philosophies we need to be mindful of - to totally 'get' both the Art and Science of Business Growth ...and make it happen.

The purpose of business is to create and keep a customer. If we don't create enough customers and keep them, then we can't sell enough of the thing we make – and as a result - make money.

No money, no business, lights out.

Every business is two businesses - there's the one that does the work and there's the one that sells the work. Once again – no sales, no money, no business, lights out.

Nothing happens until something is sold.

- Look at this way: Would the driver for an international freight company have a job if somebody hadn't sold the products being delivered? Would the construction worker have a job if a site developer hadn't sold the City Council on the idea of a retail store?
 - Would the aerospace engineer have a job if an account executive hadn't secured a new contract for commercial jets?
 - Every business, no matter where, relies for its absolute existence, survival, and ultimate prosperity on something being sold. **This is why we insist everyone/every business being 'coached' by us does the SALES factor professional sales and relationship course.**
 - Without sales, our entire society would come to a grinding halt.
 - The only real creators of wealth in our society are businesses and small to medium size businesses are the majority.
 - Businesses produce all products and services. Businesses create all profits and wealth.
 - Businesses pay all salaries and benefits.
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- The health of the business community in any city, state, or nation is the key determinant of the quality of life and standard of living of the people in that geographical area.
- Salespeople are the most vital people in any business. Without sales, the biggest and most sophisticated companies shut down.
- The problem is – not only do we not sell enough of the thing we make – we don't know how. We've never been trained and coached in professional selling.

People don't buy what you do – they buy why you do it. If you believe they buy what you do, then you're in the same category as the other thousand or so people (both online and offline) who sell the same thing as you. If, on the other hand you get that they buy why you do it then you rise above the pack where there are only a 'few sellers' like you and less competition.

- Why you do it – is about purpose. Purpose over and above making money. It's about the difference your business sets out to make in the world.
- For example, you can sell spectacles, or you can help people to see better.
- You can sell apples or the difference your apples make in the life of the customer.
- You can sell accounting services, or you can sell more time for your clients to do what they really want to do...go fishing, spend time with the family or go on a holiday.
- You can be a good business, business as usual, and be profit driven or you can be a great business, business NOT as usual and be purpose driven.

Good is the enemy of great.

Business success is neither magical nor mysterious. It is the consequence of consistently applying the fundamentals.

If you always do what you always did you will always get what your always got.

- If we want a different result, we must change our thinking, our behaviour, and our action.

Excellence is achieved by the mastery of fundamentals:

VINCE LOMBARDI – NFL COACH

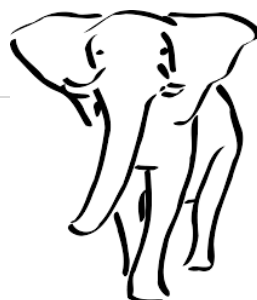
- You probably know you can make money and you can make excuses – **but you can't do both.**

Treat people the way you like to be treated. The Golden Rule of business. Respect yourself, respect others and respect will come your way.

- There's a common thread that runs through a few businesses who are just bursting out the top - all the time.
- They're meeting and exceeding goals.
- They're realising their visions and aspirations.
- They're always over and above expectations....and these robust, energised, continually successful businesses seem to have a secret. And frankly, we have studied it, we have gone to school, we have consulted, we've done everything we can to find the formula that says – **"We will be one of these businesses in this small, select group that achieves perpetual success."**

The secret, the clue, the common thread is simple:

IT'S HOW YOU TREAT PEOPLE.



- It's how you treat your fellow man, and how you treat your team members and how you treat your customers, your regulators, the public, your audiences, your communities. How you value the worth of an individual.
- How you bring the human factor into real importance and not just a statement you make in your 'wish list' of strategic objectives.'
- If you treat people with respect, then you are well on your way to earning respect...which is what every business leader must have to even have half a chance of becoming successful.
- If people don't respect you, it follows that they usually don't like you and therefore they won't trust you and trust as you know is the one thing that changes everything.
- Without trust – you may as well go home.

Our final piece of philosophy for now is this:

- You need a profound reason for your existence in this market. You wanting to make a living or grow rich is not a profound reason.
 - Success now demands specific and unique relevance and importance to a target market, and the delivery of an exceptional experience for the buyer, from the first contact all the way through the sale and beyond. Provide that or perish.
 - We've recently had one of the biggest ever up- heavals in the market. It is my conviction that it came none too soon. As Dan Kennedy, a mentor of mine recently said – "The marketplace desperately needed an industrial strength enema to flush out all the crap – and by gum, it got one. It's still in progress. There was a lot of crap to flush out."
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- If you've been coasting, going through the motions, selling me-too, same as the other guy stuff, delivering ordinary service, well, maybe it's time to change and take a fresh look at what you're doing.
- When you look around, you recognize there is an abundant supply of everything. More than we need. Too many brands of cars, too many interchangeable restaurants, too many dentists, too many financial advisors, all peddling the same ordinary stuff with different 'hood ornaments.'
- If you are in business today, you know the market has changed.
- Your clients are more sophisticated. They expect higher levels of service. They want more products and greater value for money and many of your traditional services are at risk of being commoditized.
- Now more than ever, since I can remember, do we need to embrace the idea of selling – right across the business. Every person at every level must now know how to identify, attract, engage, get, and keep a customer. Not doing this will be the beginning of the end for many businesses.
- From Fraser to Howard including the Hawke and Keating governments the economy boomed to such epic extent that consumers spent and bought with abandon. The need for well organized, disciplined, effective selling by skilled individuals almost disappeared. The 'fish' were leaping out of the water into the boat.

That is not the case now, and it's not going to be the case for quite some time. Now prosperous businesses require and will revolve around solid salesmanship. That means different things in different businesses.

But it is a new reality for every business.

You must decide how it applies to yours.

Okay – that’s it for now. Let’s set some goals and ramp them up x 10 and develop our strategies and ‘effort’ plan x 10 - to make it happen.

“ You’ve got what it takes, but it will take everything you’ve got”.

Trevor Marchant

Live Well, Lead Strong and (always) Good Selling

Trevor and Eve

TREVOR MARCHANT & EVE DALLAS

PS. If you haven’t already done so, DOWNLOAD ‘Readers are Leaders’ an INTRODUCTION from the website as it gives you what and why of the BOSS factor library and the many ways you can use it.

PS2. Keep Charging...



THE MERCHANT DALLAS BUSINESS SYSTEM

for holding on to what you've got and attracting more of the same

“ A business improvement and growth system for ALL business owners.”

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So, if you want to improve your retention rate and remember a 5% improvement in retention will lead to a 25- 60% increase in profits and if you want to grow your revenue exponentially and all of this makes sense to you then a closer look at the MERCHANT DALLAS BUSINESS SYSTEM for ALL business owners is an essential NEXT STEP...





DANKE!
THANK YOU!
MERCI!
GRAZIE!
GRACIAS!
DANK JE WEL!

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