

# Your Vision

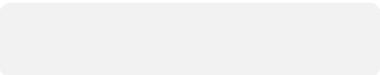
## The secrets to the questions about your business lay within your vision!!

Close your eyes and visualize your business in 10 years. What would you dare do if you knew you couldn't fail?  
Describe what you see, hear and feel in your life. Who is there, what does your business look like, how do you spend your time?  
Write it, Draw it, Doodle it - whatever feels right!

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# Map The Gap

The only way to **GROW** your business is to know where you are and where you want to go

	<u>WHERE YOU ARE TODAY</u>	<u>WHERE YOU WANT TO BE</u>
	Date: _____	Date: _____
<b><u>NON FINANCIAL</u></b>	_____	_____
Clients	_____	_____
Products	_____	_____
Services	_____	_____
Inventory	_____	_____
Market Share	_____	_____
Transition Business	_____	_____
	_____	_____
	_____	_____
<b><u>PERSONAL</u></b>	_____	_____
Hours	_____	_____
Days	_____	_____
Weeks	_____	_____
Months	_____	_____
Retirement	_____	_____
Stress Level 1-10	_____	_____
Vacation Time	_____	_____
Personal Time	_____	_____
	_____	_____

# Map The Gap

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	<u>WHERE YOU ARE TODAY</u>	<u>WHERE YOU WANT TO BE</u>
	Date: _____	Date: _____
<b><u>FINANCIAL</u></b>	_____	_____
Revenues	_____	_____
Profits	_____	_____
Value	_____	_____
Cash Flow	_____	_____
Assets	_____	_____
Available Cash	_____	_____
Gross Margin	_____	_____
Expenses	_____	_____
Payables	_____	_____
Receivables	_____	_____
Debt	_____	_____
Credit	_____	_____
	_____	_____
	_____	_____
	_____	_____

# REVENUE PLAN

## Close the GAP in your business!

A revenue plan will help you close the gap in your business between where you are versus where you want to be. It helps you organize and itemize your products and services, how much you sell them for and how many you need to sell to achieve the financial objectives for your

The Simple Formula looks like this:

$$\text{PRODUCT/SERVICE} \times \text{UNITS SOLD} = \text{REVENUE}$$

### PRODUCT/SERVICE #1:

$$\text{PRICE} \quad \times \text{UNITS} \quad = \text{REVENUE}$$

### PRODUCT/SERVICE #2:

$$\text{PRICE} \quad \times \text{UNITS} \quad = \text{REVENUE}$$

### PRODUCT/SERVICE #3:

$$\text{PRICE} \quad \times \text{UNITS} \quad = \text{REVENUE}$$

Now total all of your revenue amounts, if they match your financial objectives from the **GAP** then you have a revenue plan to implement.

If not then you need to adjust the price, cost and/or number of units to be sold to achieve that. Now that you have it written down it is easier to see what needs to be adjusted so you can achieve your goals.

Seeing the big picture helps you know what you need to do and where you need to spend your time.

Next step is too look at the % of profit margins for each so you can focus your time on the right areas

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# SALES PROCESS

## YOUR BLUEPRINT FOR SUCCESS - WHO . WHAT . HOW

Most businesses don't map out the entire process, they should! Taking the time to write out your process causes you to think it through carefully. This,, like the revenue plan, acts as the blue print that you can refer back to, adjust as you learn and your business grows.

**STEP #1  
IDEAL  
CUSTOMER**

**STEP #2  
GENERATE  
LEADS**

**STEP #3  
QUALIFY  
PROSPECTS**

**STEP #4  
PRESENT &  
INTERACT**

**STEP #5  
CONVERT  
TO  
CUSTOMER**

**STEP #6  
SERVICE &  
FOLLOW UP**

**STEP #7  
UPSELL**

### IDEAL CUSTOMER

Make sure you are working with the right customers, they are more than just someone who buys from you  
-Interview your current customers, identify what you want in a customer, profile what customers want from you - now you have the right customer

### GENERATING LEADS

Lead generation includes 3 critical steps - Distribution channels, Strategies & Tactics  
- Understanding the right distribution for your ideal customer and the strategies & tactics compliment them - you have a focused plan for success

### PRESENTING YOUR BUSINESS

Talking about or pitching your business always keep your ideal customers wants in mind, then give them what they need  
- when speaking with them about your product or service remember to advise them why its great for them and how it will impact their life vs what it is - people buy why you do something not what you do

### FOLLOW UP

Most customers want basics things to feel satisfied and fulfilled with a purchase - follow up and customer service is #1  
- since most companies don't do this, if you create a plan for following up and keeping in touch with customers you will already be ahead of your competition

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