



8 Steps to Higher Performance and Profit

In planning for performance and profit, we divide your business into eight areas:

1. Financial / Knowing your Numbers
2. Marketing
3. Staff / Team
4. Office Space
5. Sales Systems
6. Technology
7. Products / Services
8. Customer Retention

Then we analyze the status of each area and create an action plan that builds upon what's working, what's not working, and what's needed to fill the gap. In the end, you'll have a business plan with realistic action steps that move you in the direction of your goals.

Please give this the proper time your business deserves. I know you're busy, but be sure to schedule time for this. This eye-opening system will help you not only increase revenues but also uncover areas requiring change in your business.

Are you ready to dive in? Great, let's get started...

On the computer or on separate sheets of paper, label each page with one of the eight areas of your business mentioned above.

For each area, take time to answer the following questions thoroughly:

1. What is currently working in this area of your business? (What systems, tools, programs, etc. are you using?)
2. What is not working and needs improvement in this area?
3. What do you want to see changed in this area over the next 12 months?
4. What specific action steps do you need to take to achieve these changes?

I hope you take advantage of this valuable process. And please be sure to share your "a-ha" moments and success stories with us.