

INSPIRE RESULTS

— Business Coaching —

SERVANT Whole-Business Model

49 ELEMENTS TO SUCCESS IN YOUR SMALL BUSINESS

Stages	S  SALES & MARKETING	E  EXECUTIVE LEADERSHIP	R  RELATIONSHIPS	V  VISION & PLANNING	A  ACCOUNTING & FINANCE	N  INTERNAL PROCESSES	T  TEAM
# 7	Optimize Sales & Marketing	Business Runs Without You, Expand, &/Or Duplicate	Create “Raving Fans” of Products & Services	Achieve Vision, Planning, & Alignment Synergy	Effectively Utilize Profit & Build Wealth	Create Synergy Between Every Department	Focus on Collective Outcomes & Celebrate
# 6	Build Sales Activity Plan	Implement Servant Leadership	Revise Customer-facing Systems for “A’s”	Engage “A” Customers & Vendors in Plan	Maintain 10-15% Pre-Tax Profit during Growth	Create Innovation and Technology Processes	Create a Culture of Accountability
# 5	Test & Adjust Marketing Messages & Methods	Build Solid, Capable Senior Leadership Team	Identify Ideal Customers & Rank “A - D”	Create Scoreboard & Metrics for Everyone	Create a Capital Safety Net & Manage Cash Flow	Create Performance Management & Development Systems	Insure Commitment to Decisions & Actions
# 4	Create Formal Marketing/Sales Plan	Master Change Management & Coaching Methods	Identify Methods for Relationship Maintenance	Establish Common Goals & Accountabilities	Pay Off Business Debt Including Lines of Credit	Create & Continuously Improve Quality Systems	Establish Common Goals Aligned with Strategy
# 3	Create Database of Target Markets	Build Capacity, Remove Roadblocks	Build Customer Service Systems	Align Team With Vision-Mission-Values	Calculate Labor Productivity & Break-Even Level	Create & Improve Safety & Security Systems	Strengthen Trust Among Team Members
# 2	Identify USP & Guarantee	Develop Meeting Rhythm & Communication Systems	Make It Easy To Buy from Your Firm	Create Strategic & Action Planning Discipline	Implement Tax Strategies & Market-Based Wages	Create & Improve HR & Administrative Systems	Identify People’s Strengths & Create Job Descriptions
# 1	Identify Ideal Target Market	Master Time Management & Delegation	Survey Customers & Build Delivery Systems	Develop Personal & Business Vision & “WHY”	Identify Product Profitability & Create Financial Reports	Create & Improve Operational Systems	Create Current & Future Organization Chart