

# Cheat sheet: Business Priority Management

How to prioritize what next to work on in your business

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Create your freedom, get  
Clarity in your business &  
Transform your results.

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# The Business Priority Pathway

**From:** Tackling every demands & “to-do’s”

**To:** Having a sense of purpose and clarity on how you are running your business.



## DELIVER



Accountability



Systems & KPI's



Culture

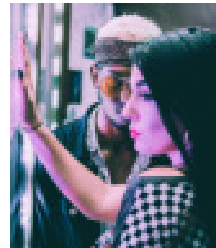


Personal Development

## ATTRACT



Converting  
(Sales)



Attraction  
(Marketing)



Customer Centric



Niching

## DESIGN



Pricing Review



Cost Review



Cash Flow Analysis



Systems & KPI's

# The Business Priority Pathway



Finding the balance in your business is crucial for success, and this is achieved by defining what you would like to achieve in terms of either the business turnover or better still, net income; the growth targets you have for the business; and lastly the personal aspirations of the owners.

But the million dollar question is how do you actually achieve this balance? By creating a strategy and a business plan for your business.

But there still remains a question: If your business is trading and you are working on your plan, what can you do NOW, to make improvements?

Simple - follow the Business Priority Pathway mapped in this cheat sheet.

## DESIGN

### 1. PRICING REVIEW

What is your pricing strategy? To be the cheapest and to sell in mass, or to be premium priced matched with premium features & services, or something in the middle? The reality is that the majority of business undersell their services and have to over discount their prices to win the business. In addition, the majority of businesses too infrequently review their prices and establish both what the competitors are really charging or what the customer is willing to pay.

*Work with SeanFoster, and together we will determine an ideal pricing mechanism to add to your bottom line profitability.*

### 2. COST REVIEW

There is a saying: “the easiest way to make money is to first figure out where you are losing money”. So simple yet, seldom is this exercise done.

*Work with SeanFoster and together we will find opportunities for improvement in your overall cost structure.*

### 3. CASH FLOW ANALYSIS

The #1 killer of businesses—cash flow! Many businesses measure turnover and profitability but only a few of these measure cash flow or create a cash flow forecast. Your cash management will allow you to handle the hiccups (that will happen), as well as to take advantage of the opportunities that arise.

*Work with SeanFoster to get a full understanding of why you need to get this sorted and what to measure so that cash flow works for you.*

### 4. SYSTEMS & KPI's

Most bicycles have few dials, but a sports car has many. What is your business - a bicycle or a sports car? If you want to operate in the business of being a business owner then you need excellent visibility: these are your key performance indicators.

*Work with Sean Foster and together we will determine what KPI's you need to drive your differentiating strategy so that you can become the best in your industry.*



# The Business Priority Pathway



## ATTRACT

### 5. NICHING

Most businesses will happily target and sell to anyone with the money to pay — after all how many prospects are there out there for your product or service? But GREAT businesses don't do this. Have you ever said to yourself: "I just wish I had never sold to this person"? By identifying your niche or niches you can target your message and offering to them. Why? So that you can capture the full margin, and to excel in delivering exactly what they want (and need).

*Work with SeanFoster, and together we will identify who your niche is & then figure out how we are going to communicate with them.*

### 6. CUSTOMER CENTRIC

You do not have a business unless you have someone to buy your product and then pay for it, and on time. So have a look at what you are doing now and what others are doing. The messaging from most businesses is all about themselves, but does the customer really care about you or themselves?

*Work with SeanFoster and your business will be customer centric. Happy customers = more customers = growing business.*

### 7. ATTRACTION

Do you really understand the fears and frustrations of your customer? Is all of your messaging addressing this? Do you really know what their needs and wants are. Are you fulfilling them? Do you have the most effective mechanisms to reach your customers?

*Work with SeanFoster and creating an effective marketing plan that you can either outsource the implementation to, or upskill to manage yourself. Marketing costs can easily balloon, you need to ensure that you are investing in the areas of highest return.*

### 8. CONVERSION

The biggest problem with converting enquires into sales is the poorly understood and executed sales processes. A consultative sales process (CSP) should be created for every business so this does not turn into a "winging it" process. No one is born knowing how to be a great sales person: this comes through training, coaching, reflection, practice and more practice.

*Work with Sean Foster, a specialist in sales training coaching and CSP development. The financial returns to any business by mastering the sales process is massive. Take some time out now and quantify what this could do for your bottom line: a 10% improvement in your sales conversion & a 10% improvement in your margin. In reality we are getting results far greater than this with the majority of our clients.*

# The Business Priority Pathway



## DELIVER

### 9. ACCOUNTABILITY

The best thing about being your own boss is that you are your own boss. Not surprisingly this is also the Achilles Heel of many “bosses” as well. The best business gurus, thought leaders, successful entrepreneurs, sports people and sport teams all have something in common, they ALL have one or more accountability partners on board. An effective accountability partner will ensure that you operate at your best.

*Work with SeanFoster and you could be partnering with the best accountability partner you have ever encountered. The only way to find out is for us to explore this option. Contact me and lets start with a telephone, skype or Zoom call, if you are local then let's meet.*

### 10. SYSTEMS & KPI'S

Life always runs smoother when you and those around you all understand what they should be doing and they all have measurable targets that are tracked and then supplied with insightful feedback. Setting up systems and metrics to track progress not only ensures a better business outcome but also makes for a far more enjoyable and satisfying working environment.

*Work with SeanFoster and we will develop systems & KPI's that will empower and engage your staff while ensuring there is absolute clarity in your business.*

### 11. CULTURE

So how do you consider the culture in your business? (It does not matter if you are operating alone or you have staff, the question is the same.) A great culture in any business is always clearly evident. You will notice: a confident, calm yet enthusiastic environment and a bullet proof level of confidence that rubs off onto the suppliers, customers and the team as a whole. Great culture becomes self fulfilling.

*Work with SeanFoster and we will set up all the parameters for you to develop a winning culture in your business.*

### 12. PESONAL DEVELOPMENT

It starts with the head of the organizations and then transcends throughout the business. Everyone should be working on their personal development. Nothing in business happens unless a human initiates this and follows it through. No business can afford to operate unless everyone is firing on all cylinders.

*Work with Sean Foster, where by using specialist tools, such as psychometric testing we can start understanding how each member in the business ticks: what motivates and demotivates them, what is their preferred learning style, working environment, how much stress can they endure and how do they manage this, what are their training needs to excel in their positions, plus, plus, plus.*

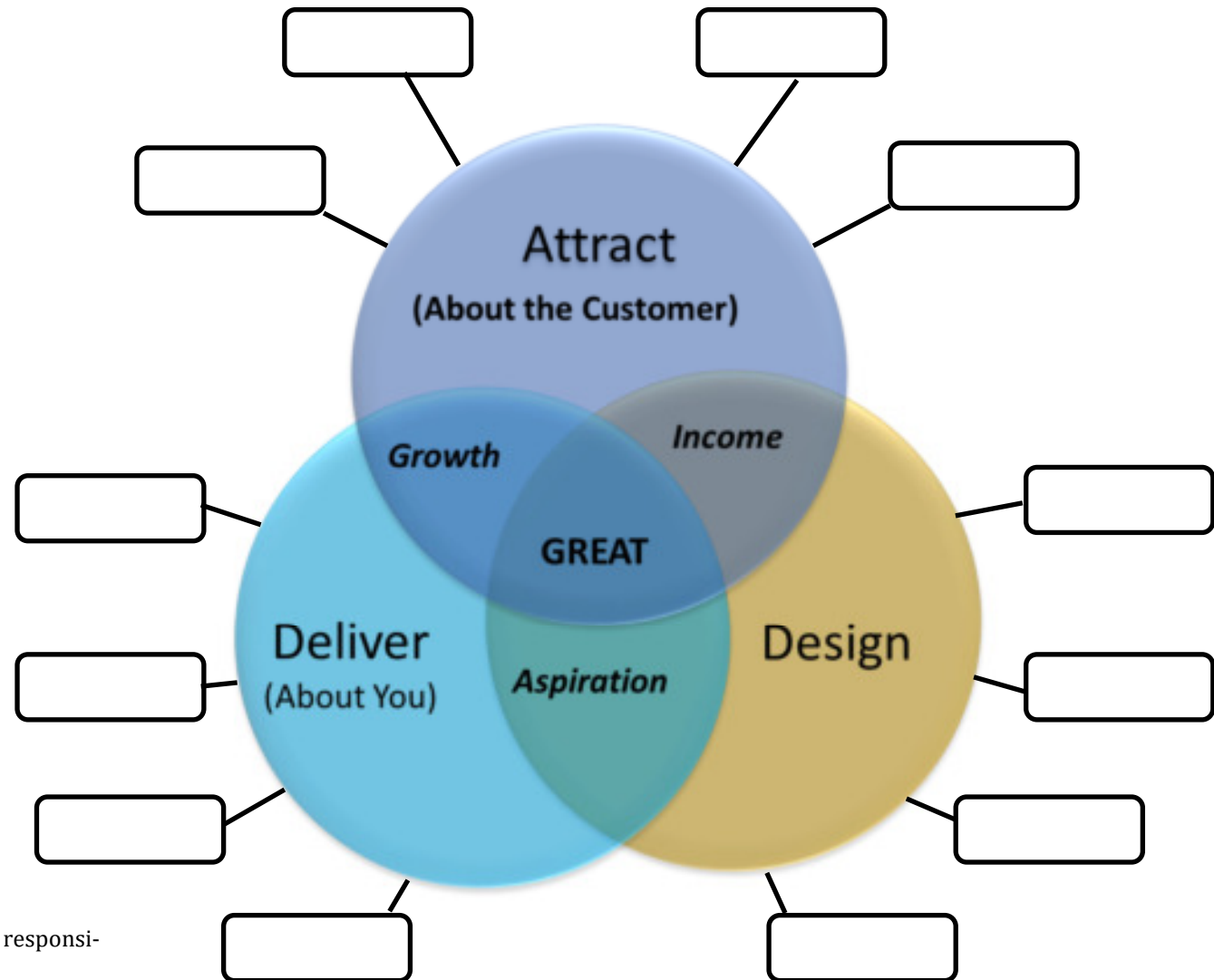
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Do you recall what the 12 steps are to creating a GREAT business?

What is a GREAT business? A GREAT business is one in which we get the right balance between our: ..... ;  
.....; and .....

If you are wanting to improve your business right now, do you recall what is the recommend priority (or order) that you should tackle first and then next?

*Hint: the best way to learn is to write down what you have just read. Complete the empty boxes in the diagram opposite with the correct category headings.*



The fine print: Well not much really, just need to say that you are responsible for the performance of your business. If not, then who is?

My mantra is Clarity In Business. I work with business owners, directors and sales professionals to not only gain clarity in what they are doing, but to also create transformational results. Reach out—more than happy to explore the potential of adding value to you.