



# Are you ready to take your business to the next level?



If you are looking to grow your business, get more customers and increase your profits, it's worth taking the time to review how your business is performing now and get some expert advice on how to hit the big time.

## Strategy Made Easy

**10** STEPS TO GROWING YOUR BUSINESS PROFITABLY:



**1**

**Ditch the business plan**

- Get inspired
- Create a strategy
- Make it living and breathing
- Make it come alive

**2**

**Understand why you want it**

- Work out... What's in it for me
- Get selfish (for once)
- Get your business working for YOU!

**3**

**Build on firm foundations**

- Understand what's most important
- What are you passionate about
- Why you do what you do
- Define your shared values

# 4 | Understand what business you are in

- What business are we in?
- Think Like a CUSTOMER!
- What are they actually buying from you?
- STOP talking about your products and services!
- START talking about what you do for them!
- Become flexible in how you fulfil this to stay competitive

# 5 | Get ready to Break Big

- Step out of the now
- Be clear about your vision and focus
- Create a visionary goal
- Maximise your opportunities

# 6 | Know your market

- What is the opportunity? - How much is the market worth?
- What is our current business mix?
- What's really profitable and what's just flattering the top line!
- Who are our most valuable customers?
- What is OUR SHARE of their spend?
- Why do they buy from us?

# 7 | Look in the mirror

- GIVE Analysis
  - Where are we **G**reat
  - Where can we **I**mprove
  - Where are we **V**ulnerable
  - Where's our **E**dge

# 8 | Stand out from the crowd

- Address the 'so what' factor and ask yourself the 4 Q's:
1. What makes us DIFFERENT?
  2. What makes us BETTER?
  3. What do we want customers to DO?
  4. What do we want customers to THINK?

# 9 | Create a Sales Plan

- Define your most valuable customers
- Map sales by your products and services
- Align forecasts to both existing and new customers
- Establish real sales targets

# 10 | Press the RESET button

- Involve the rest of the company
- Share the challenges
- Get their input and ideas
- Give them ownership
- Build the people around the business (not the other way around)

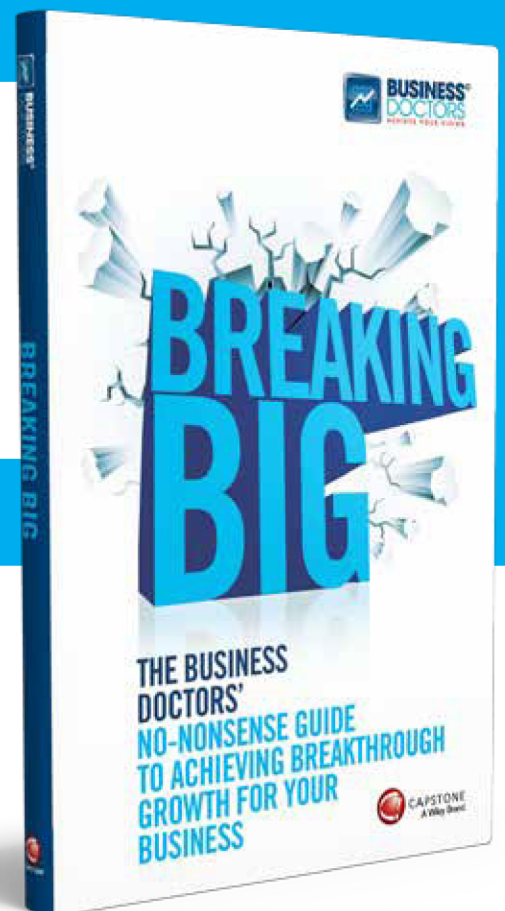
**We don't just coach, we get on the pitch!**

**We hope you find our top 10 tips useful. If you would like more information on how to take your business to the next level, contact your nearest Business Doctor.**

These ten practical steps to business success, will help you to realise the full potential of your business.

More information on the 10 steps can be found in Breaking Big, the Business Doctors' no nonsense guide to achieving breakthrough growth for your business.

Don't waste any time in realising the full potential of your business!



Get in touch today:

**1800 938858**

**info@businessdoctors.ie**  
**www.businessdoctors.ie**

