

PracticeBuilder Strategies: How to design your breakthrough practice for profitable, scalable, sustainable growth

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Works with leaders to find the right customers, fast.

Why do You Want Strategy?

Strategy, Priorities, Tactics

Strategy: Your objectives and mission

What and why

Priorities: Execution order

Where and when

Tactics: How you accomplish the outcome

Who and how.

Typical Mistakes in Building a Strategy

1. Ignoring the owner's and stakeholder's motivation
2. Desiring team consensus on the strategy
3. Process protracted and complex
4. Document too lengthy
5. Build it and never look at it again
6. No short-term versus long-term balance
7. Missing key business elements
8. Relying on old business models

Confusing tactics for strategies.

Strategic Deployment

Strategy and Policies are set by Executives

Provide direction, business rules, and set key performance indicators

Executives are responsible for these outcomes

Systems are created by Management

Provide infrastructure, sequence, tools, training, acceptable level of performance

Management is accountable for the oversight

Processes are created by the Team

Executes to the desired outcome

Measured by team results contributing to the overall outcome.

The 7 Pillars of Successful Business

1. **Products** that create unique value for the target market
2. **Marketing** that triggers relevant conversations
3. **Sales** that facilitates mutually profitable transactions
4. **Service** that earns customer loyalty
5. **Operations** that scale with economic cycles
6. **Finance** that controls cash flow and funds the future
7. **Culture** that upholds a unique customer experience.

Culture

How we treat each other and interact internally

Culture defines what we stand for and what we won't stand for

Creates a scalable and sustainable company

Is established by company leadership and enforced by hiring principles.

Define or Document Your Culture

If your team doesn't know the company's purpose, how they fit into the grand scheme, and why they are important to that purpose, then anybody and any behavior will do.

Do you want to lead that mess?

Why a Defined Culture?

Creates consistent customer experience

Creates real branding

Your team knows how to correctly approach tough situations

Helps you know who to hire and fire

Defines how to train and manage.

How to Define Your Culture

Create a company manifesto

One page

Easy to understand

Galvanizes your whole team

Creates predictable behaviors.

<http://digobrands.com/digo-brands-a-culture/>

Ways to Define Your Culture...

Convert your mission and vision into a customer-centric action statement

From:

"To bring leading-edge technology and services to market, empowering our customers to be more productive and competitive."

To:

"We're the team that teaches our customers how to better run their company, helping them see a new and better way of doing business with judicious application of proven technology and expert services."

Describe the desired attitudes, behaviors, and goals for your team

"We believe that learning and the quest to understand our customer never ends because business technology is a moving target. So we know more about our products, and our customers, and our competitors than anyone else."

Describe what happens when things go wrong

"We hate telling our customers 'no' to a reasonable request. We'll find the answer, make it right, or find someone else who can do it. No excuses."

"We say, 'I know who knows that. I'll arrange for you to connect.'"

Products that Create Unique Value for the Target Market

Why do your customers buy?

What do your customers buy?

Why do they choose you?

When don't they choose you?

The Fast Yes: Probability of Immediate Need

1. Services
2. Security
3. Storage
4. Network
5. Servers
6. Applications.

Marketing that Triggers a Relevant Conversation

Search

Google

YouTube

Call a known vendor

Outreach

Classic marketing and advertising

Target account selling

Word of Mouth

What do your advocates say about you?

Social media

Engineer Five Star reviews.

Marketing Plan

Do you know where your customer is coming from?

Do you know how much you should pay for a new customer?

Do you know how to step in front of a prospect when they go shopping?

Do you know how to make them call you in an emergency?

Sales that Facilitates a Mutually Profitable Transaction

There's a big difference between product training and sales training

Do you have a sales strategy?

Do you have a sales playbook?

Do you have a sales story?

Focus on Critical Situations

Identify a blood-spurting problem (BSP)

Dire personal or professional consequences if not solved immediately

It has a natural, unstoppable built-in deadline

Could be rapidly increasing cost, rapidly decreasing business, or increased competitive pressure

If they're aware of it and know you can solve it, they call you.

The Impending Doom Scale

Diagnose the Problem with Assessments

Deliver a terminal diagnosis to who cares most

"I have serious concerns. I've identified a situation that if it continues, is a massive risk that could put you out of business. Who is most impacted by this situation?"

"We will assess the situation to understand the impact and identify the options. I suggest that we start right away."

Align your Unique Solution Proposition (USP) to their Blood-Spurting Problem (BSP)

"The good news is I have an action plan that can fix this fast and it will be much less expensive than the alternative."

Business Acceleration Formula

Prove your USP

Solves their BSP

and they buy ASAP!

Service that Earns Customer Loyalty

Customer loyalty is earned when things go wrong

Communicate with the people who give a damn

Make a big deal about pre-emptive services

Make a big deal out of policy review meetings

Hold quarterly business reviews.

Operations that Scale with Economic Cycles

Systems

Processes

Physical space

Support infrastructure

People.

Finance that Controls Cash Flow and Funds the Future

Check cash flows every day

Arrange lines of credit before you need them

Consider modern equity crowdfunding:

Private Placement Memorandum

Get credit applications on the first sales call

Sell leases.

What's Next

What are the three best ideas from today's event?

What are you going to do first?

Let me know how it works and I'll invest 30 minutes with you to tune it up –

MarksSchedule.com

New Book!

MSPtoBSP.com

Connect with Me

Let's talk about your strategic planning, marketing plans, executive coaching, and customer acquisition systems.

Email: Mark.Smith@BijaCo.com

New Book: MSPtoBSP.com

Event: ExecutiveStrategySummit.com

Podcast: SellingDisruptionShow.com

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