

Title

■ SMALL BUSINESS OUTLINE

■ Business Plan Strategy

☰ ● Your vision, your goal... where are you going?

- ▶ Your Unique Value Proposition
- ▶ Verification of Interest and Capacity to Purchase in your Target Market
- ☰ ▶ Your Unique Approach to the Market

● Write your Approach in such a way that it can be measured, repeatedly

☰ ● 90 day Plan - Top Priorities by Month

- ▶ 1st month top priorities
- ▶ 2nd month top priorities
- ▶ 3rd month top priorities

■ Operational Projects:

☰ ● Implement High Performance Leadership

- ▶ Create a compelling, working vision that translates to operations
- ▶ Profile your existing and future key employees strengths and develop plan to emphasize
- ▶ Leverage Information management through ManagePro technology and streamline management of details
- ▶ Set goals to utilize each executive team member's leadership development and business objectives
- ▶ Transition Meeting Management into a highly efficient project review, discussion and dashboard-based process

☰ ● Marketing

- ▶ Examine your market segment or niche.
- ▶ What's the problem you intend to solve and who is currently offering a solution
- ▶ Examine your competition, their approach, their weaknesses
- ☰ ▶ Examine your customer

- ✓ Identify motives for solving the problem, and process for buying a solution.
- ✓ Own a word in their mind that differentiates you and burn it in.
- ✓ Own a trait that emphasizes a primary value to them & strength for you.

☰ ▶ Be first if possible, including creating a new market.

- ✓ If second, define leader's strengths and emphasize opposite strengths.
- ✓ Aggressively define the idea that differentiates your product in this market.

☰ ▶ Launch Product

- ✓ Focus on a select target audience.
- ✓ Launch in a bold move, emphasizing differentiators while acknowledging weakness
- ✓ Keep focused on a single product, not line extensions.
- ✓ Maintain a consistent solution focus for your product.
- ✓ Resource a long campaign, short sighted efforts are expensive.
- ✓ Set aside time to listen to your customers and avoid the arrogance of success.

☰ ▶ Include Public Relations

- ✓ Web Based Presence
- ✓ Web Based Resources

☰ ▶ Promote Your Business

- ✓ Create a website and shopping cart.
- ✓ Classified Ads
- ☰ ✓ Direct Email Marketing
  - ✓ Create an In-House Announcement List
  - ✓ Establish an In-House Promotional List
  - ✓ Email Newsletter with Helpful Articles in your Industry or Area of Expertise

Title

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Sponsoring Newsletters and Discussion Lists that Email Targeted A
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Rent Opt-In Email Lists that Target your Marketing Audience
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Circulars
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Newsletters
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Yellow Pages
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Radio Advertising
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Build Relationships with your Customers and their Network
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Provide Outstanding Customer Service
<input type="checkbox"/>	<input type="checkbox"/>	Expand the marketplace
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Identify new geographic markets
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Identify new ways to position product in existing markets
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Sales
<input type="checkbox"/>	<input type="checkbox"/>	Develop the way to position the uniqueness of your solution
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Put yourself in your customer's shoes
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Identify what drives your customer's buying decision
<input type="checkbox"/>	<input type="checkbox"/>	Cold calls - the introduction of your business and yourself.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	State who you are and why you are calling.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Offer the prospect of good news, (e.g. needed information, special...)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Be courteous and request a two minute time to talk and/or phone call back.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Follow up with a fax or email but always leave your Ph. number, twice.
<input type="checkbox"/>	<input type="checkbox"/>	Follow Up
<input type="checkbox"/>	<input type="checkbox"/>	Making the Sales Presentation
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Know your customer's business, concerns and competitive drivers
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Write out your sales presentation
<input type="checkbox"/>	<input type="checkbox"/>	After the Sale
<input type="checkbox"/>	<input type="checkbox"/>	Adds in Newspapers and Magazines
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Best Days to Run your Ads
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Check list for Newspaper Advertising
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Tips on Headlines
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Tips on Ad Placement
<input type="checkbox"/>	<input type="checkbox"/>	Direct Mail Sales
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sales Letters
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Human Resources
<input type="checkbox"/>	<input type="checkbox"/>	Implement High Performance Leadership
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Create a Plan for Implementing 12 Best Practices
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Create a compelling, working vision that translates to operational practices
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Strategic Task Orientation
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Tactical Task Orientation
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Tactical People Orientation
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Strategic People Orientation
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Streamline management of details
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Set goals to utilize your best leadership skills.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Set up Communication and Feedback Loops
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Assessing the effectiveness of your teams
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Meeting Management
<input type="checkbox"/>	<input type="checkbox"/>	Create an effective & satisfying working environment

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- ✓ Profile your employees strengths and develop plan to emphasize them
- ✓ Create a development plan for each employee
- ✓ Schedule regular coaching sessions.
- ✓ Manage workshop/seminar opportunities
- ✓ Manage employee vacation schedule
- ☐ ✓ Arrange and coordinate special events
  - ✓ Summer outing
  - ✓ Christmas party
- ✓ Create and manage intern program
- ✓ Manage company charitable donations
- ✓ Manage company involvement in community affairs
- ☐ ▶ Protect the company's public reputation
  - ✓ Monitor public opinion about the company
  - ✓ Respond to press, rumors
  - ✓ Seek legal counsel to protect product property rights
- ▶ Effectively roll out and monitor utilization of software tools.
- ☐ ● Production
  - ☐ ▶ Improve quality of products
    - ✓ Monitor marketplace trends
    - ✓ Survey customer, public opinions
    - ✓ Evaluate and adopt new production technologies
    - ✓ Identify and implement product design improvements
- ☐ ● Finance
  - ▶ Prepare proforma and budget for the year
  - ☐ ▶ Manage company finances
    - ✓ Ensure compliance with all tax laws
    - ✓ Manage accounts payable efficiently
    - ✓ Collect accounts receivable
    - ✓ Manage payroll accounts
    - ✓ Maintain balanced bank accounts
  - ☐ ▶ Increase revenues from existing business
    - ✓ Monitor marketplace trends
    - ✓ Identify, analyze competition
    - ✓ Adjust company pricing policy
    - ✓ Reduce returns from dissatisfied customers
    - ✓ Identify prevalent causes of dissatisfaction
    - ✓ Develop, implement customer service program
  - ☐ ▶ Manage the cost of doing business
    - ✓ Find lower cost vendors of products/raw materials
    - ✓ Reduce cost or Continue to Improve Efficiency of administration
    - ☐ ✓ Locate, negotiate terms for lower insurance costs
      - ✓ Reduce company liability costs
      - ✓ Reduce cost of employee benefits
    - ✓ Manage office expenses