

Top 10 Business Impacts

The top 10 things you can do TODAY to make a huge impact on your business.

CHANGE YOUR LANGUAGE

Changing your words from negative to positive can change the outcome of many interactions. For instance, many would close a sales call by saying, "Would you like to buy this widget today Mr. Customer?" Instead, change your language to assume the sale by saying something like, "How many of these widgets would you like?"

PICK 3 THINGS TO SELL, THEN SELL THEM

One of the biggest pitfalls a small or new business falls into is to offer too many services, which do not allow you to become the expert. One of the keys to most highly successful businesses is systemization. You can't systemize and create processes for too many things. So pick three and stick with them until you become the expert. Then add one service at a time or better yet, outsource or find excellent partners to deliver the other services to customers.

DON'T CHECK EMAIL HOURLY

Focus on the task at hand and shut off your biggest distraction, email. Check it a couple times a day and keep it off when you are in the zone.

WORK 8 HOURS A DAY & MAKE THEM COUNT

Get your work done - focus on the one thing that you can do, then move on to the next until your 8 hours is up. You will become less and less effective each hour, so focus on getting the most important things done early in the morning. Then, when you get tired, you are more likely to quit for the day on time or even early.

BUILD OUT STEP-BY-STEP PROCESSES FOR YOUR BUSINESS, THEN FOLLOW THEM

This one is tough. As a startup, you may not have any idea what your processes look like yet. However, your processes will be what you can effectively duplicate over and over. Not only will it make it easy to train staff, vendors or outsourcers, it will ensure you have a consistent delivery each time. Often, using someone else's process are simply smarter. Look for someone who has already achieved that in which you are setting out to do. Then, follow their lead.

YOUR BODY LANGUAGE SPEAKS THE LOUDEST

Simply put, your facial expressions and body language can make or break your sale or interaction with customers or staff. Practice in front of a mirror and always know your actions speak louder than words. This includes when you are on the phone, the tone of your voice can change based on if you are smiling/frowning, sitting/standing. Be sure to stand up and smile, it is reflected in your voice and can make a difference.

FIND A PROVEN METHOD

If it worked for someone else, it will work for you if you put in the time. Invest in training, coaching or mentoring that tell you exactly what to do and then do what they tell you to do. Duplicatable methods and processes can save you time, money and failures!

KNOW THE NUMBERS

Unless you know how much you need to achieve your goal, you cannot put a plan in place to achieve it. Know your numbers and then track your progress.

FOCUS

Stop doing anything that does not achieve your goals. You most likely don't need to do it.

GET A MENTOR OR COACH

Your perspective is skewed, trust me! Find a coach that has been where you want to go and listen to their advice.

If you want to make a huge impact in your business, implementing just a couple of these techniques can make an impact on your business! Visit www.trophyclients.com for more information!

