



Double Your Profits: In Six Months or Less

Dobre seus Lucros

Year of publication: 1995

Author: Bob Fifer

256 pages

Link for purchase: <https://amzn.to/2QyxtTy>

Written by Bob Fifer, from the original "Double Your Profits", this is the bedside book of one of Brazil's greatest entrepreneurs, Ambev's founder Marcel Telles.

In this book, Bob discusses in 78 steps how to reduce costs, increase sales and improve results clearly and objectively.

Main ideias of the book

Score

8

8 Aplicability
9 Inspiration
8 Innovation
9 Impact on results
8 Structure

- It's important that the company has a unique, clear and predominant culture, spread across all hierarchical levels of the organization;
- The goal that gives employees enthusiasm and good results is the company aiming to be the best at what it does;
- For a company to be the best, it needs to create incentives for its employees to strive to innovate and always seek to improve processes and results;
- Rewards are an excellent way to encourage good workers and should, therefore, be distributed according to their merit;
- Profit is the main measure of the level of customer satisfaction and the efficiency with which a company is able to organize and operate to produce customer satisfaction.
- Every cost is an obstacle to be overcome;
- Business is done between emotional beings and this can be extremely lucrative for an organization.

For whom is this book suitable?

This book is indicated for business people, directors, entrepreneurs, and managers who care about the profitability of their business.

Overview of the book

Create the Culture

In this chapter, Bob discusses the importance of creating a culture for the organization. Most companies define their mission in a broad and unclear way. According to the author, the mission of every company must be to become the best in what it produces, offers or sells.

For Bob, the best way to give culture credibility is through attitudes that yield good results. We'll now see how costs, time, and product and service differentiation can help us with this credit.

Strategic Costs vs. Non-Strategic Costs

One of the expressions of an organization's culture is the way it manages costs. According to Bob, the role of the manager is to make the company spend more than competitors on strategic costs and minimize non-strategic costs as much as possible. Explaining:

- Strategic costs: this is what generates business and increases profits. For example advertising;
- Non-strategic costs: costs that are necessary for the operation of the company, but which don't generate profits clearly and directly. These are administrative costs, such as office supplies and property rentals.

The time

It's critical that time management is explicit in the culture of an organization. Bob points out that more working hours don't necessarily mean higher productivity.

It's important to maintain a sense of urgency by setting short deadlines for important tasks and increasing the use of strategic time while non-strategic time decreases. Conceptualizing:

- Strategic time: is defined as everything that is done and produces profits;
- Non-strategic time: all that is "work" and meets the requirements of some "process".

Differentiation of products and services

The author's main tip regarding product and service differentiation is to only offer customers the elements of differentiation they are willing to pay for.

The best for the customer, you, and your company's profits is to distinguish between the kind of differentiation the customer pays for and those things that are "nice to have, but the customer doesn't pay for them".

Reduce Costs

According to the author, a cost should only be kept when we are sure it's necessary. One way to check the need for a cost is to reduce it, even before asking questions to who will be affected by it.



One of the expressions of an organization's culture is the way it manages costs.

If there are complaints about the cut, wait a moment to adjust to the new routine. If the cost really proves to be necessary, make spending a difficult process that must go through several steps to be justified.

Don't be afraid of being a bad guy! Be firm and competent in what you do and they will respect you.

Examine even the small costs. All costs must be proven necessary. This includes people, office supplies, hardware and software, bonuses and suppliers.

Suppliers

Strictly administer the prices paid to suppliers for goods and services.

Designate someone other than the buyer to cut costs and bargain with suppliers.

The buyer, having frequent contact with suppliers, develops friendly relationships, so we cannot expect him to negotiate the best possible value.

Decrease freezes and cuts. Send a circular to all suppliers saying that times are bad and that from now on you will not accept price increases.

Every price increase that you accept without resorting to a price quote is lost money.

Promote rigorous and competitive competition.

Convince the supplier's vendors that selling depends on a price reduction and the price will be reduced.

Products and services

Eliminate excess paper spending by reducing reports, statistics, and copies of letters. Focus your priority on information and numbers that really help you make decisions.

Reduce spending on acquiring new software and hardware unnecessarily. You may not always need a newer, better-processed computer for your employees to perform their tasks.

Ask scientists to rate the R&D projects they work on. This will make them clarify the project and reflect on it in business terms.

Employees

Don't be afraid of firing employees who perform below the standard you want to keep in your company. In this way, low-level employees will redouble their efforts. Meanwhile, seniors will be encouraged to realize that poor performance is not unpunished.

Set generous and well-balanced salaries. Compare the compensation offered by other companies to the same positions and be more generous than them.

Any reward or bonus that becomes automatic ceases to have motivational value and becomes an instrument of mismanagement.

Bonds cost nothing and have the same motivating effect as a pay raise. Distribute them if you are hesitant to give a pay raise.

Motivate your employees in the following ways:

- Make your company the best and most profitable in the business;
- Clearly communicate what performance and behavior you want;
- Distribute rewards according to what has been reported;
- Make rewards vary greatly from one individual to another based on differences in performance;
- Pay them well, whenever they deserve it;
- Train employees not only explicitly but also by exposing them by example to the kind of management and life lessons you have to offer.



The selling process is your best way to show the customer what your business is capable of.

Increase Sales

The selling process is your best way to show the customer what your business is capable of.

Selling is a matter of attracting consumers. Remember that you sell your product to emotional beings called people. Always make the customer tell you the real reason why they want to buy the product or service you are offering and this way you will be improving your sales. The author gives us a step by step on how to close a sale. They are:

1. Show that you are competent;
2. Demonstrate empathy toward the customer;
3. Show yourself totally loyal;
4. Play hard to get;
5. Use the sense of duty to transform the personal interest you show by the customer into a personal obligation of the customer to you.

Invest in your sales team

Have enough salespeople and make sure they spend time with customers, not administrative tasks.

To keep them solely in charge of sales, allow lower-wage clerks to do the administrative work for your salespeople.

Establish a variation in compensation according to the profits made by each salesperson.

When hiring, choose salespeople who know how to sell and how to make a profit.

Some Personal Advice

In this last part, the author advises about life outside of work, which according to him, has a direct impact on your performance as a good manager.

According to the author, a successful entrepreneur is persistent and adopts an optimistic attitude towards the challenges. The successful entrepreneur is also firm in his convictions and allows nothing or anyone to stop him from achieving his goals.

In addition, it's important that you enjoy the work you perform and set boundaries on hours and place of work.

Work hard and have fun! Enjoy doing what you do and enjoy the eternal journey of improvement.

What other authors say about it?

In "Traction", author Gino Wickman explores how successful entrepreneurs have an attractive and well-defined vision for their business. In addition, they know how to communicate this message to employees. From this, a guideline is created to be followed by everyone within the organization, always used to develop solutions and guide strategic actions.

When it comes to layoffs, Ben, author of "The Hard Things about Hard Things" suggests that if you need to cut staff, start layoffs as soon as possible after deciding to do so, as news of layoffs can cause additional and even bigger problems.

Another tip is to have managers deliver the news to their own people, never outsource it to Human Resources.

Finally, in "Developing the Leader Within You", John Maxwell addresses the importance of the leader demonstrating that he cares about his team and developing leaders among them. In addition, he works with the idea that 80% of your efforts should be channeled into 20% of your most important priorities to reach your goals.

Okay, but how can I apply this in my life?

After reading this book you will surely be more excited to increase your business profits and find it simpler than you thought.

Here are some things we learned from Bob Fifer:

- Create an organizational culture where your company's mission is to be the best at what it does;
- Be persistent and do what you can to achieve your company's mission;
- Scrutinize your business costs and don't be afraid to cut non-strategic costs as much as possible;
- Reduce time, reduce space, reduce paper usage and make it widely incorporated into your company culture;
- Motivate your employees, including financially;
- Give your customers the best selling experience possible.

Remember that "doubling profits doesn't require high technology, it's simply a matter of resolution."



If you liked this book, visit our complete collection with hundreds of Pocketbooks of the greatest successes in the areas of management, marketing and sales, leadership, strategy, personal development and entrepreneurship!

www.pocketbook4you.com

Note:

The content presented above reflects the vision and critical analysis of our team of copywriters, respecting the fundamentals of intellectual property in Brazil (Article 8, item I).

No part of the book is being copied. They are unique and exclusive content, always giving credits to the authors and indicating the link to purchase the complete work. PocketBook4You respects the copyright code in accordance with the provisions of Brazilian law, Law 9.610 / 98.

This content is the exclusive property of PocketBook4You and is protected by the Copyright Law in its Articles 46, I, (a) and 47, because this is not a reproduction and also does not imply any discredit, on the contrary, the moral right is protected and, as pointed out earlier, the reader receives a link to acquire the work. Reproduction of this material without the permission of the company is prohibited.