



13 *PROFIT* LEVERS

**TO HAVE YOUR
BEST YEAR EVER
IN BUSINESS!**



FREE Business Advice

Put the Profit Multiplier Effect to Work in Your Business

Did you know that there are 5 specific focus areas in any business that can multiply your profits by 60% – 150% and more?

Book a FREE Business Mastermind session to find out how you can be more productive and profitable than ever before.

The 7 Best Reasons to Book Your FREE Mastermind are:

1. The five most important opportunities for net profit growth in your business.
2. How to make the little-known Profit Multiplier Effect work for you in your business.
3. How to develop a mindset of excellence in business.
4. How to make sure that you avoid the 4 steps to failure.
5. How to overcome procrastination and start taking action to achieve your goals in business and in life.
6. How to turn individual 'potential' into potent, profitable action!
7. How to set up an action plan to propel you forward.

You'll take away a list of ideas that you can begin implementing immediately... Guaranteed!

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Readers' results will vary based on their skill level, work ethic and individual perception of the contents herein, and thus no guarantees, monetarily or otherwise, can be made accurately. Therefore, no guarantees are made.

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Introduction

If you're like most business owners, you want results! Perhaps the most important of these results is the financial return on all of your invested time, capital and energy.

In this little Special Report, you'll find 13 gold nuggets to help you accelerate your profits this year.

The aim of this booklet is to cut through the fluff and get to the principles of business leverage that matter most. A solid focus on these principles keeps you away from the "bright shiny object" syndrome (aka the next marketing cure-all).

Instead, I will encourage you to become fastidious about profitability and productivity in building your business. I will help you discover the Multiplier Effect in your own business!

1. Have a clear and specific plan

This is without a doubt one of the top reasons why businesses succeed. Without a clear plan, you can easily lose focus, get distracted and run off track. You and your team need to be marching together to the beat of the same drum. Until this happens, growth is stifled.

A Business Growth Action Plan does NOT have to be a large, unwieldy document. It should be sharp, focused and to the point. Simple enough that everyone in your business can understand it and their part in it. If you've ever thought, "We need to get everybody on the same page", that page is your plan and yes, one page is enough.

Simple doesn't mean basic. A handful of simple improvements in your business could double your profits this year alone!

2. Increase the number of your employees who are actively engaged

Research has shown that, on average, only 25% of employees are actively engaged at work. This means that 75% are dragging the chain. This has to change if your results and profits are to change.

When people have a purpose at work and they are focused on worthwhile goals, everything changes. Add to this, open communication and accountability and you have a recipe for a highly engaged, top performing team.

It's not hard to totally transform employee engagement levels in a short period of time. When you do, your results will thrive!

3. Leadership is the antidote

Leadership doesn't need to be a mystery. Put simply, leadership is an attempt to influence. Think about who influences who in your business. Managers influence workers to produce

quality output and to increase the volume of output. Salespeople influence prospects to buy from your business. Customer service personnel influence customers as they help solve their problems. And so on.

Since leadership is so pervasive across your organisation, it is the antidote for all of your business problems. It's not something that is reserved just for the Executive – everyone in your business influences someone. Therefore, the skills of leadership are needed in all corners of your organisation.

4. Know who your ideal client is

Know who your ideal client is, and everything about them! When asked “Who is your ideal client?”, many business people say “Anyone who wants xyz”. The word ‘anyone’ has no place in the definition of your target audience. Instead, you need a detailed and specific description of your ideal A-Grade client. This is the client who wants great service and is happy to pay for it. It's the client who pays you on time and who treats your people with respect.

If you can describe your target audience demographically, then you'll know the marketing channels that will reach them. Next, if you can describe them psychographically, then you'll know how to appeal to them in your marketing. Knowing your customer in this way is a golden key to marketing success.

5. Only do direct response marketing

Have you ever heard someone justify a marketing campaign by saying, “Oh well, it gets the name out there.” This is rubbish! As a small business, your marketing must pay! Your marketing has to work as hard as you do. The only way to do this is with direct response marketing. This means marketing direct to your target audience with the main goal of generating a response from them.

You can build a brand via this method too. Branding is built on the back of marketing that generates a direct response from your target audience. The first priority is to make the phone ring with targeted, qualified prospects!

Testing and measuring is a key to direct response marketing. Let the numbers do the talking. If it doesn't work, fix it or eliminate it. Don't spend more money on marketing that isn't paying.

6. Teach your people to identify the prospects' real needs

The ONLY reason why a prospect will buy is to get their needs met. The good news is that a prospect will tell you exactly what their needs are, in vivid technicolour detail... if (and only if) you know how to get it out of them.

Everybody in your organisation who talks with prospects and customers must be able to lead

a needs identification discussion. When they can do this, the prospect will show them exactly how they need to be sold to. The fine art of leading the conversation with a prospect is a dynamic key to increased profit.

7. Make your business attractive

Have you ever phoned your business? Many businesses dismally fail the 'first impression' test. Make your business attractive, fun and easy to do business with.

Consider how long is a prospective customer kept waiting – on hold, in-line, at reception, for a response by email, etc., etc. There is so much to improve in this area. Much of it can be done with zero cost!

This area of your business has a significant impact on conversion rate, referrals and repeat business. It is too big to ignore. Hand down a challenge to your people – “Good enough is NOT good enough”.

Challenge your team to create an exceptional experience for your prospects and customers. Ask your team to step up to the mark. It's likely that you'll have more ideas than you can handle by the end of the first month!

8. Understand the 80/20 rule

Study the 80/20 Rule in detail. There is tremendous depth and dimension to the 80/20 Rule. Learn all of its nuances. It will lead to terrific profit improvements.

Think about this for a minute... 80% of your profits come from just 20% of your customers. How are you treating that 20%? Also, 80% of your sales are produced by 20% of your salespeople. What have they got that the others don't? How can you hire more like them?

Further to this, 20% of your people do 80% of the work. Also, 20% of your product/service mix accounts for 80% of your profits. And 20% of your customers produce 80% of the complaints and dramas – are they worth the hassle? And on and on it goes.

Massive profits increases can come from simply stopping what is not working very well and focusing in on what is working extremely well.

9. There are only 3 ways to grow your revenue

When you turn your attention to increase your company's revenue, focus your thinking on these three areas only. Firstly, how can you acquire more of your ideal target clients? i.e., what lead generation and sales conversion strategies can you implement to gain more customers?

Secondly, how can you maximise what those customers spend with you each time they buy?

Finally, how do you get those customers coming back more often?

Imagine if your best customers came back 20% more often and spent 20% more each time! You can create that outcome. Customer spend and repeat business are the forgotten cousins of lead generation and sales conversion. Yet, they offer so much in terms of profit increase.

10. Net Profit Margin is the most important number

Net profit margin is the most important number in your business. Out of every dollar you create in revenue, how much falls through to the bottom line? What impact would 1, 2 or 3% extra make?

Here's an example. If you had a \$2M turnover business with a 10% Net Profit, you'd make \$200k. If next year, you could run that business at 12% Net Profit, you'd put an extra \$40k in your pocket. That's a 20% increase in your net profit!

There are many little things that can add up over the course of a year to make this (and more) possible. Here are just a few things that all positively impact on your net profit margin; decreasing the cost per enquiry, stopping spending money on marketing that isn't working, improving sales conversion rate, increasing team productivity, increasing repeat business, fixing/eliminating low margin sales, reducing waste / re-work, etc.

11. There is only one best way to do each task

There is only one best way to do each task in your business, so write it down. This is the basic premise behind systemising your business. You and your experienced team member know the one best way to do each task in a way that ticks all of the boxes (quality, efficiency, profitability, safety, etc.). Write it down and get everyone who does this task to do it that way. If you find a better way to do that task, update the document to reflect it.

Writing down these best ways over a period of a few months will breed a culture of continuous improvement in the team. You can expect to see productivity and efficiency levels take an upturn simply because people are focused on it. The best part about writing it down is you have a permanent record to maintain the focus of continuous improvement over time.

12. Develop a 'No Brainer' offer

Develop offers that build value and encourage quicker response. The OFFER is a magic key to sales success. A special offer does not have to be a discount. For the best profit, it can be an upgrade, add-on, extra inclusion, extended period, etc. A well-structured special offer dramatically increases the sense of value for the prospect along with a sense of urgency to 'do the deal'.

If you know your ideal client really well, then coming up with a powerful value-added offer

is relatively easy. A powerful offer will do great things for lead generation, referrals and conversion rates in your business.

13. Seize the position of ‘the go-to company’ in your niche

Seize the position of ‘the go-to company’ in your niche. A-Grade prospects want to deal with the go-to company – the authority, the expert, the best.

What is it that makes a prospect think that you’re the best? It’s when you can relate to their pain, frustrations and desired outcomes. It’s when you can provide them with expert advice on how to solve their problems.

After all of your years in business, you’ve amassed a tremendous amount of knowledge that can help a customer. The key is to package that knowledge into a useful format and get it into the hands of your prospects.

It could be something as simple as “The 7 Most Important Things You Need to Consider When Buying a New Washing Machine” (or whatever product/service you sell). In that document, you would talk with expertise about the things that you know will be on your prospect’s mind. As a result, the prospect will see you as that obvious choice to help them out. This is a terrific way to rise above the competitive pack.

Conclusion

There are many, many small improvements that you can easily make in your business. You can take a small step forward in your business each week or month. If these steps are focused in the correct areas, then the Multiplier Effect can cause your profits to soar.

If you take any lesson away from this Special Report, broaden your thinking about business growth beyond just generating more leads. Leads are important, but it is only one thing in the overall mix of profit improvement strategies.

If you’d like to think above the crowd and have your best year ever in business, you may like to take advantage of our FREE Mastermind Session outlined on the inside back cover of this booklet.

Most importantly, take a positive step forward in your business every day.

Good luck!

Discover How to Have Your Best Year Ever With Quantum Leap Business Advisors

Our Purpose

Quantum Leap Business Advisors was established to help business owners create a better life for themselves by building a business that works for them. By inspiring and educating business owners, we intend to add \$10 Billion to small business globally.

The Genuine Alternative

When a Business Owner turns to a consultant for help, they want real experience. Not theory, but practical real-life experience with the rigours of running a business. Quantum Leap Business Advisors are experienced business professionals. Usually they've had extensive careers in executive management or business ownership (sometimes both).

These people are driven by a desire to use their knowledge and experience to help business owners accomplish their goals. As such, Quantum Leap Business Advisors are down to earth and totally focused on client outcomes.

Our Approach

We think the best place to start is with some quality advice for FREE.

Business Owners can attend one of our "How to Have Your Best Year Ever in Business" Mastermind sessions for FREE. This provides the best insight into the quality of our advisors and the approach we take to putting more profit in your pocket.



Praise for Our Work

"We had the privilege of having James present to our sales team on the topic of Procrastination and how to have your best year ever. The team loved the quality and dynamism of the presentation, he is articulate, intelligent and has a great capacity to maintain the teams' attention."

As a caffeine like shot for a quick energy boost for any sales team James is a double espresso, but the real value we got was the ongoing implementation of his recommended processes. If you are looking for a professional, powerful and on point presenter, James is as good as we have had." **Martin Millard, Principal, Harcourts Solutions - No 1 Office Australia 2015.**

"Thank you for running the Quantum Leap Training Program over the past three months. We found the training to be very inspirational, energising, and liked the simple and affordable ideas for generating more leads and increasing profits. The personal help of writing a sales brochure has certainly brought in more qualified leads and business is booming! I'll be using the training manual and handouts for a long time to come." **Michelle Farr, Adam Farr Roof Plumber Pty Ltd.**

"The last email that my Business Advisor wrote for me resulted in \$247,000 worth of new opportunities into my sales pipeline... Wow! Another recent strategy James helped me with saw a 100% initial response rate from target Business Owners, a 93% conversion into appointment and over \$146,000 in closed business to date with \$220,000 remaining in the pipeline!" **Greg Eicke, Phone Systems Brisbane.**

Here's What People Say About Our FREE Business Mastermind

"We had the privilege of having James present to our sales team on the topic of Procrastination and how to have your best year ever. The team loved the quality and dynamism of the presentation. James is articulate, intelligent and has a great capacity to maintain the team's attention.

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Many other people expressed their delight when asked what was the best thing they gained from the presentation...

"The thoughts!!!! Change them. Scripts – re-write them! Stop the cycle and have VISION!" **Michelle Laloude, Business Owner.**

"Just what the doctor ordered. I was looking for someone/something to change what I had been doing." **Liza McKilliam, Business Owner.**

"Inspiring, truly a remarkable speaker delivering great content with high energy." **Bruce Hutchinson, Business Owner.**

"Inspired to take actions – little by little, every day!" **Taflyn Fiola, Broadbeach.**

"Don't let the past drag you back from moving forward to the future." **Jake Sherwood.**

"The importance of mastering your inner world to overcome procrastination, set accurate goals and achieve the best results for yourself." **Paul Herston, Brisbane.**



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