

# Taking your Business



## to the Next Level!



**ArmfieldGroup.com**

Helping you achieve your dream

# Congratulations!

You are a business owner who will not accept having a mediocre business.

You are an owner that is ready to create lasting change in your business.

Your decision to download this eBook is a great sign that you are ready to take your business to the “next level.”

Our clients are interested in taking their business to the next level and you may want the same thing for your business. Do you know where to begin?

This eBook will help you identify what steps you can take to create the business you have always dreamed of.



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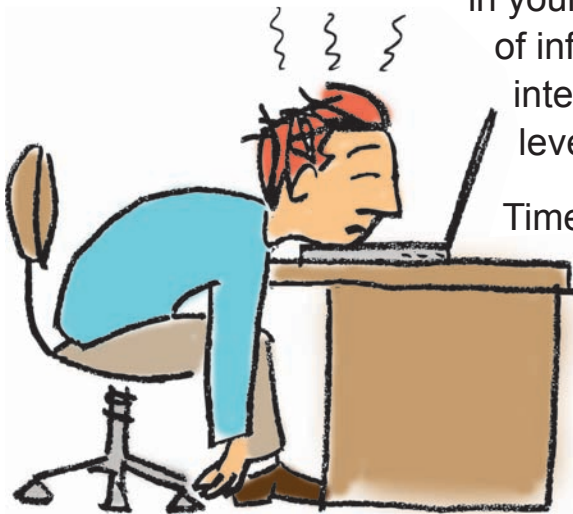
Helping you achieve your dream

To begin with you will need to define what the next level looks like for your business.

Many of our clients initially insist that the next level means creating more sales. While creating more sales is important, that may not be the most important thing for you to be working on.

Think about it. If your business is tanking on delivering to your customers then the last thing you need is more sales!

Identifying what is working and what is not working in your business is the most important piece of information you will need to begin working intentionally on taking your business to the next level.



Time and time again we see owners that are so tired and burned out. They know something is not working, but they cannot lift their head out of the everyday operations to even begin to gain clarity.

How about you?

When was the last time that you slowed down enough to evaluate your business's operations versus the plans you made for the year?

Do you have the tools in place that can quickly measure your performance?



Think about it, do you want to get the greatest ROI for all of your activities? Or do you want to continue to feel the pressure of finding new sales?

Let's take a moment and gain clarity on what a successful business consists of.



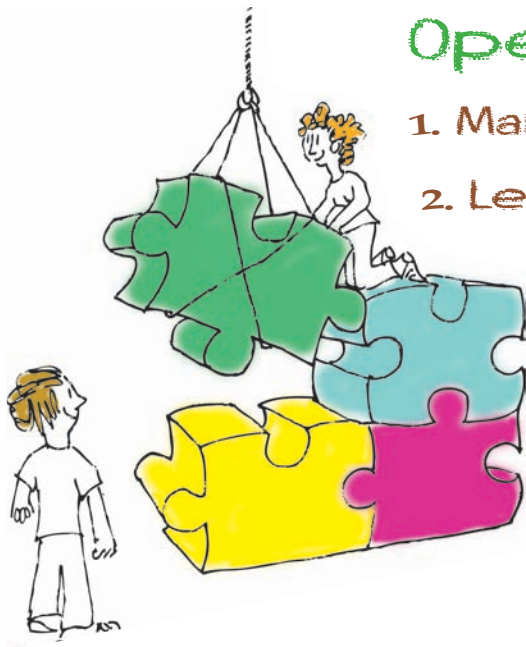
The health of a business is determined by the functioning level of 12 different areas. Do you know what these 12 areas are?

We work with business owners to help them create or improve in the following key areas of their business. Each business we work with is at a different stage and is failing or achieving success in certain places. Let's review the frame work of your business.



## Strategic:

1. Why/Dream/ Vision/Mission
2. Business Plan (1-3 years)
3. Budgets/Forecasts
4. Performance Metrics
5. Exit Strategy



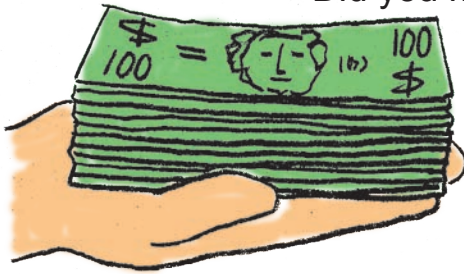
## Operational:

1. Marketing
2. Lead Generation
3. Lead Conversion
4. Finances
5. Client/Customer Service
6. People
7. Systems/Space/Supplies

Did you know that for every type of business, these 12 functions will need to be accounted for and operating at a high level of efficiency to achieve success?



How about you? Does your plan account for each of these areas? Do you have a plan for your business or are you going day-by-day?



Did you know that according to a recent study it was found that business owners who work according to a plan, have metrics in place, and have accountability toward their goals earn sixty percent more in owner's compensation?

What would earning more mean for you and your family?

Would you finally start saving for your kid's college fund, take that long overdue vacation, payoff all your debts, or maybe buy that home you have always dreamed of?

If you're like most business owners you have a great handle on several of the 12 components of running your business, but are ignoring the others. As you ignore the others (typically the areas of your business that do not come naturally to you) you are in essence sabotaging your own success.



Are those lightbulbs turning on yet?

Your first step is to get a clear picture of your functioning level. You can do this by taking a thorough assessment that will cover all 12 functions and more. This will help you gain clarity and identify the areas that need to be tended to first.

Our desire is to see you achieve your dreams. To ensure we achieve our goal we are offering this tool to you at no cost. That's right free.

Why would we give this away?

It is quite simple.



As we follow through with our Mission Statement, we know that if you take just one step in creating the business you really want, we are achieving our Mission. Each step that you take actually brings you closer to fulfilling your dreams. This is an example of a process driven, solution oriented activity that will take you one step closer to achieving your business dream.

As we have built our model by listening to the needs of our customers, we have learned that breaking down the steps to building a great business results in business owners feeling like they can actually do this.



Are you ready to take your business to the next level one step at a time?

That is what our coaching process is all about.

Think about it. Trying to revamp your entire business model would force you to close the doors and retool just about everything. So instead of making that kind of drastic knee jerk decision, we want you to follow a series of steps that will take you to the next level one step at a time.

Are you ready to take a that next step to take your business to the next level?

You can go to [www.armfieldgroup.com/assessments](http://www.armfieldgroup.com/assessments) today and complete your assessment.

The results of your assessment will help you determine which areas of your business you will want to begin fine tuning. It will also result in a complimentary coaching session from us.

Now let's get back to what you "feel" is you're most urgent need. "I need more customers!"

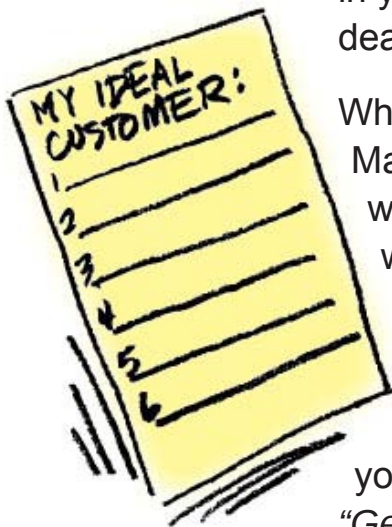


Gaining customers is a direct result of your plan on how to market to your “Qualified Lead”, create interest (Lead Creation), and then to intentionally lead them through your Lead Conversion Process. To do this successfully, before you spend any time or money on marketing you need to define who your ideal client is.

So many owners believe that anyone who will purchase their product or service is an ideal client. This is so far from the truth.

Think about it.

Right now you can run through your client list and I guarantee you have customers that are not resulting in you creating profits and are a pain in the neck to deal with.



Why do you continue to do business with them? Many of our clients would answer that question with “I have to”. This kind of response is exactly why your business is creating stress and is not a vehicle that allows you to enjoy the rewards of owning your own business.

One of the great joys of owning a business is your choice to do business with customers that “Get It”. They understand why you do what you do, they love your delivery, and they rave about your services. How many of your customers fit that description?

For this exercise I want you to think about one customer that fits the following criteria:

1. Your pricing for them has a margin built in that allows you to create your desired profit after all of your operating expenses.
2. They refer you to their friends, colleagues, and family.



3. They pay your bill on time.
4. They continue to buy the new products and services that you roll out year after year.



Thinking about that client should be bringing you a smile. Now imagine that 80% of your clients fit that same description. What would that do for your business? What would that do for your bottom line?

Most importantly, what would that do to your stress levels?

Here is the good news.

With some intentional work you can begin to shift your business to serve more customers that fit that profile.

Do you want to begin to market directly to that ideal customer? To do this you need to understand some things about them. Answer each of these questions and we will begin building your ideal customer profile.

### My Ideal Customer Profile:

1. Where did you find them or how did they find you?

2. How old is this customer?



3. What is the customer's gender?

4. Where does the customer live?

5. How much does this customer spend a year with your company?

6. What does this customer do for fun?

7. Where does this customer work or network?

8. How do you communicate with them?



9. How many times have they referred you? Did you ask them for the referral?

10. What need are you fulfilling for this customer?

11. Do you have a testimonial from this customer?

12. When is the last time you spoke with them?

13. Do you know anything about their family (kids, spouse, dog, etc)?

14. What industry publications do they read?

15. What conferences do they attend?. How many times have they referred you? Did you ask them for the referral?



Ok, what did you learn by systematically taking apart your best customer?

This is an exercise that we use with our clients in their Discovery Sessions that always turns some light bulbs on for them.

Acknowledging you need help is the first step to grasp.

You must realize that doing the same thing over and over again will only produce the same results you have been experiencing. That's the definition of insanity!

So, why is this ideal customer profile important when you think about generating new sales?

The answer is simple. Knowing what you just learned about your ideal customer allows you to ask a very powerful question.



Are the marketing dollars you are currently spending going right to the answers you just came up with? If they are not, you are missing your best customer. This customer may need exactly what you provide, but they are not seeing or hearing from you.

So, is your product or service the best in town? Can you validate that with testimonies from your client base? If you answered yes to both, then you are on your way to creating a dramatic change in your process of attracting new buyers.



Are you getting excited, can you sense good things coming your way?

Now let's slow down a little and talk about what we just walked through.



You just went through a systematic process of discovering whom you really want to serve. Yes it took some time and thought, but look at what it revealed to you. When you think about the 12 components of your business it is important to apply this same kind of process that will result in real data. This data is what we will use to shape and shift your business practices from mundane, unproductive and stressful, to meaningful, profitable, and fun!

Now that you have the profile you are finally in a place to take another step to filling your pipeline with qualified leads that will turn into "Ideal Customers".

I want to give you one more thing to consider. Acknowledging where your business is struggling is powerful information. Understanding **WHY** you are struggling in that function is even more powerful. By taking the necessary time to acknowledge, evaluate, and then recreate business functions that will result in your Dream coming true is what taking your business to the next level is all about.



Our goal is simple.

To help leaders achieve their Dreams.

You are a leader and your life and business matter. When you step into those shoes each day something will begin to shift in your mind. As your mind shifts your daily activities in your business will shift. As your activities shift you will begin to experience the traction you have always desired for your business.



In closing, if you want to give your business the best chance to thrive, I encourage you to take us up on our offer. Go to [www.armfieldgroup.com/assessment](http://www.armfieldgroup.com/assessment) and complete this valuable tool.

If you would like to learn more about how we can help you take your business to *The Next Level* contact me at [michael@armfieldgroup.com](mailto:michael@armfieldgroup.com) or call me at 561-541-3466.

**Armfield Group Palm Beach**

*Helping leaders achieve their dreams.*



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