

Today's panellist

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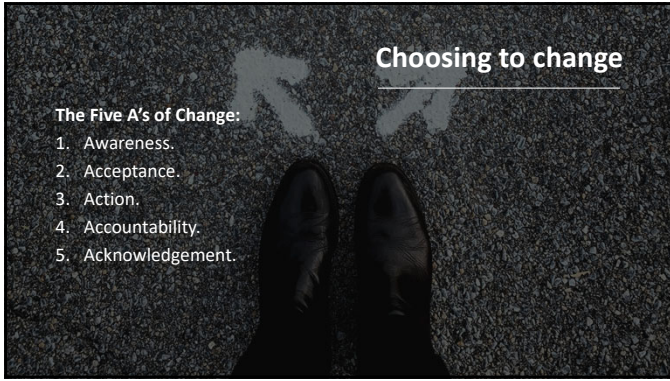
Wise words for the session

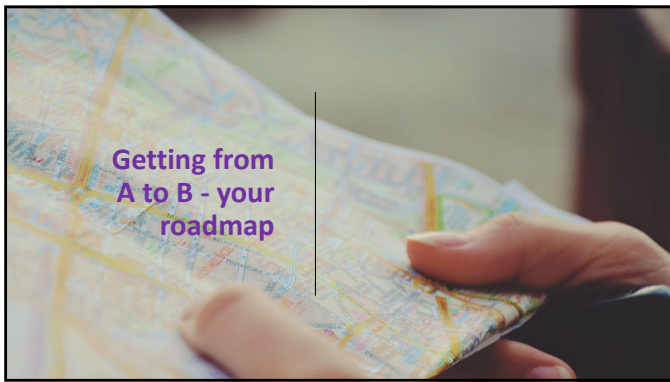
"If you want something you've never had, you must be willing to do something you've never done."

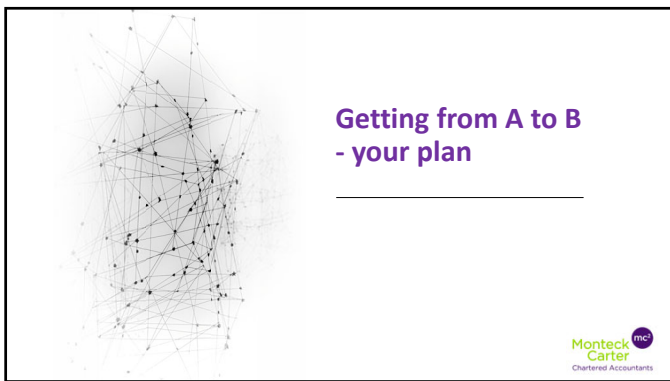
- Thomas Jefferson

Agenda

1. Choosing to change.
2. Getting from A to B - your roadmap.
3. Your dashboard.
4. The seven ways to grow your business.
5. Worked example.
6. Next Steps.
7. Q & A.








Getting from A to B - your budget

Old	New
Sales - \$1,282,000	Sales - \$1,166,667
GP% - 39%	GP% - 39%
Gross Profit - \$500,000	Gross Profit - \$455,000
Overheads - \$350,000	Overheads - \$325,000
Profit - \$150,000	Profit - \$130,000

Your dashboard

Manufacturer:	Retailer:
<ul style="list-style-type: none">Gross profit %Cost of reworkWork in progress daysDebtor days	<ul style="list-style-type: none">SalesGross profit %Average client spendTransaction frequency

How to engage co-drivers

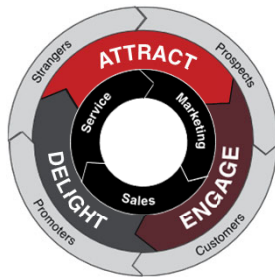


Maximising fuel efficiency / Minimising wear and tear

Top four actions needed:

1. Set an annual plan.
2. Set an annual budget.
3. Set and measure your 4-5 most important KPIs.
4. Have someone INDEPENDENT hold you ACCOUNTABLE to your plan.

The Marketing Flywheel



ATTRACT:
Provide value before you extract value

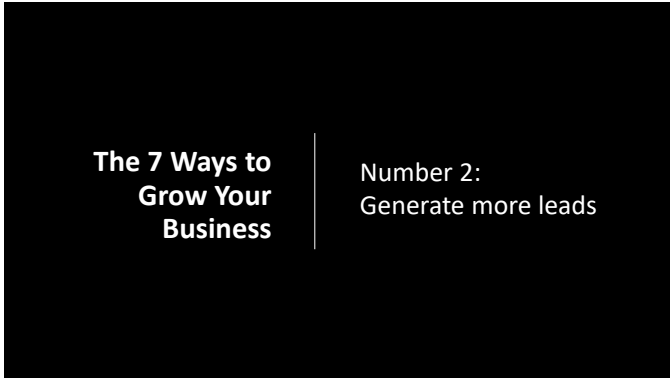
ENGAGE:
Make it easy to shop and buy

DELIGHT:
Customer success is your success

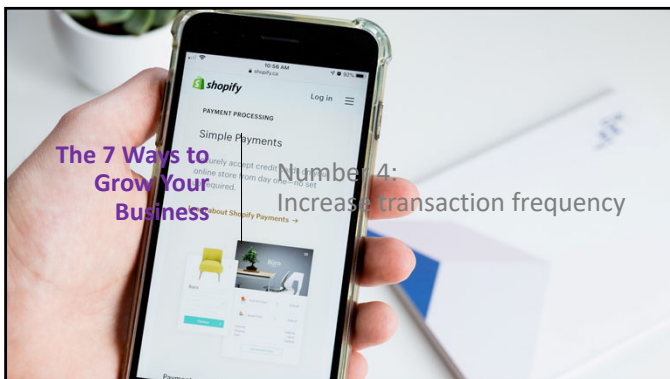


The 7 Ways to Grow Your Business

Number 1: Increase customer retention rate







The 7 Ways to Grow Your Business

Number 5: Increase transaction value

**The 7 Ways to
Grow Your
Business**

Number 6: Reduce cost
of sales / variable costs



The 7 Ways to Grow Your Business

Number 7: Reduce overheads

Growth Equation

Existing customers 765	X	Retention rate 85%	=	Retained customers 650		Net profit \$107,072	X	Valuation \$321,215	
No. of leads / enquiries 145	X	Conversion rate 50%	=	Acquired customers 73					
			=	Total customers 723		Transactions per year 1.1	X	Transaction value \$1,560	=
									Annual sales \$1,240,239
									COGS 70%
									-
									Expenses \$265,000

Growth Equation

Existing customers 765	X	Retention rate 85%	=	Retained customers 650		Net profit \$107,072	X	Valuation \$321,215		Profit improvement \$141,658	Indicative value increase \$424,975
765		90%		689		\$248,730		\$746,190			
No. of leads / enquiries 145	X	Conversion rate 50%	=	Acquired customers 73							
145		45%		65							
			=	Total customers 723		Transactions per year 1.1	X	Transaction value \$1,560	=	Annual sales \$1,240,239	
				754		1.3		\$1,600		\$1,567,800	
										COGS 70%	
										65%	
										-	
										Expenses \$265,000	
										\$300,000	

Avoiding insanity

You have four choices:

1. Do nothing.
2. Retreat.
3. Take NORMAL amounts of action.
4. Take MASSIVE amounts of action.

"insanity is doing the same thing over and over again, but expecting different results."

Albert Einstein

How we can help you

- 1. Business Planning - \$2,500+GST
- 2. Quarterly Coaching - \$2,000+GST per annum
- 3. Seven Ways to Grow Your Business Action List - Complimentary
- 4. Complimentary meeting

Questions?



Parting thought

“Success is neither magical nor mysterious. Success is the natural consequence of consistently applying basic fundamentals.”

- Jim Rohn