

# Increasing net profit and generating more cash in the next 90 days

In the next 90 days, you can generate more cash to help you fund the future expansion of the business. Here are the five key areas to focus on

## 1) Getting marketing systems in place

*To get more leads and new clients, more quickly*

- Review and improve your website to make it focused on the prospect
- Put videos on your website. Focus on people
- Start using 2 step marketing: Quality traffic -> data capture -> follow-up campaigns
- Consider using the Smash & Grab technique for an immediate influx of new clients
- Track and analyse marketing spend to establish ROI

## 2) Improving retention and increasing average spend

*Get them to stay as a client for longer, and choose to spend more*

- Set up a strategic review (lunch) with each client
- Do the profit matrix to identify who's not buying what
- Extend the matrix – add new versions of existing services, and new services
- Use 3 tier selling (good, better, best)

## 3) Tightening up your team

*Get them focusing on the behaviour that makes the biggest revenue difference*

- Start daily 10 minute huddles to focus them on what needs to happen each day
- Focus them on looking at it from the client's point of view – reduce ticket times, and get things fixed fast
- Once a week have a fun pizza lunch and focus on the benefits of a particular service (to help with organic upselling)

## 4) Tightening up internal systems

*Ensure every person and every system contributes to the ethical sale that delights the client*

- Increase automated communication with clients
- Increase the amount of proactive work that is done, and find better ways to communicate this to clients
- Meet your management team once a week to work ON the business, not just the operations

## 5) Setting goals and benchmarking your business

*Set out what you want to achieve and measure it*

- Remind yourself of the purpose of your business and what you need to get from it
- Set 12 month and 3 year goals
- Decide what your reward will be when you achieve your goals
- Increase your personal productivity
- Make sure you are allocating regular time (60 to 90 minutes a day) to work ON your business rather than IN it

