

A BUSINESS OWNER'S GUIDE



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# 7 proven strategies for success

**Achieve more sales and  
profits for your business**



# How will this guide help me?

Running a successful business isn't about working hard, it's about working smart.

In this guide, we'll be sharing proven strategies and practical tips that will help you to grow your sales and more importantly, your profits.

If you implement the recommendations in this guide, we guarantee that not only will your business be healthier, you will also be happier.



# STRATEGY ONE: Goal setting for success

## You need to know where you are going

Without a clear idea of where you are going, it is impossible to know how to get there. Write your personal and business goals down and **follow these 3 rules:**

- Only **set 3-5 personal goals and business goals** - no more. Don't be over ambitious
- Make sure they're SMART goals - **S**pecific, **M**easurable, **A**ttainable, **R**ealistic, **T**imely
  - **Specific** - A general goal would be, "Build a successful business", but a specific goal would say, "Build a successful heating and plumbing business to be worth £1m within 10 years.
  - **Measurable** - Think about 'how much?' or 'how many?' If you can't measure it, don't do it.
  - **Attainable** - Your goal should be achievable, it should stretch your abilities but still remain possible.
  - **Realistic** - It should be reasonable and relevant.
  - **Timely** - Set a time frame for each your goal.
- Write down and share your goals with someone you trust and who'll be prepared to challenge you and help you stay accountable. Once your goals are finalised, share them those who are key in helping you to achieve them.



# ACTIONS: Goal setting for success

1. Write down between 3 to 5 SMART goals for you and your business.
2. Break each goal down into a series of timely steps.
3. Decide how you will measure your progress towards each step. Will you need to collect different data in your business? Remember if you can't measure it – don't do it!
4. Build your plan of weekly and monthly actions you'll need to to in order to achieve each goal.
5. Share your goals with someone who will:
  - Give you unbiased feedback
  - Help you make your goals even sharper.
  - Challenge you and hold you accountable
6. Once you're 100% happy with your goals, share them with people who'll be helping you deliver them.



# STRATEGY TWO: Focus on your target market

## You can't be all things to all people

You don't have to restrict yourself to just one target market, but you do need to tailor your marketing messages to the relevant audiences.

### For example :

**ABC Chartered Accountants.**  
Audits, tax, bookkeeping, payroll,  
start-ups, management accounts.  
Whatever your problem, we can help.

**XYZ Chartered Accountants.**  
Specialists in helping start-up  
businesses running quickly, profitably  
and effectively.

If one hundred start-up businesses were to read both ads, how many would choose the first one... and how many the second? Don't forget, the same accountant can have another lead generation strategy aimed at bigger, older businesses and even a third one that appeals to limited companies.



# **ACTIONS:** Focus on your target market

- 1.** Write down the types of companies or consumers that want (and more importantly, need) your products or services.
- 2.** Analyse them by ability to afford your products.
- 3.** Make sure they can easily be reached by your marketing efforts.
- 4.** Find similarities (location, age, income, interests, personality and lifestyles, etc.) so you can group them together and send a coherent message that talks to each target market.
- 5.** Implement a scoring system so you can prioritise your most important target market first.



# STRATEGY THREE: Differentiate yourself

## Create a UPB (Unique Perceived Benefit)

You may well have heard of a USP (Unique Selling Proposition), many business owners have and yet virtually none of them actually have one. This is because the problem with a USP is they are extremely difficult to create.

Instead, create a Unique Perceived Benefit. It may be that what you do isn't unique, but you should be able to package several services or benefits together and present them in such a way that your offering is perceived to be unique because you're the only company shouting about it.

### For example:

**A family-owned furniture retailer needed to create a UPB to take on the big players, particularly as the sector is heavily driven by price. They created a service package which included:**

- Free assembly of all furniture (no tedious DIY)
- Free siting of the furniture (try it in different places, no heavy lifting)
- Free removal of all packaging (no trip to the tip)
- Free carriage of the old furniture to a charity shop (hassle free, feel good)

**Not only did this unique service help them stand out, it appealed significantly to their target market of older people**



# ACTIONS: Differentiate yourself

1. Ask your best customers what you could offer them that would make you unique.
2. If they give you coherent answers, you can deliver it and afford it, you've just created your UPB.
3. If not, research all the benefits you provide that your customers most value.
4. Research what benefits your competitors offer, and especially the ones they don't.
5. Pull together all your research to formulate your own UPB.





# STRATEGY FOUR: Routes to market

## Increase the opportunity and spread the risk

Having just one or two ways to reach your market isn't a good strategy as:

- It's risky because one or both could start to under-perform.
- It's wasteful because different prospects respond to different media and messages.
- the more profit generating strategies you run, the more profit you make.

You need at least five 'routes to market' – but have as many as are profitable for your business.



# ACTIONS: Routes to market

1. Write down all the possible routes to market that could work in your business. Be open minded, if a channel failed in the past it may be that you didn't do it so well, so consider getting some expert help!

Channels might include:

**Online ads | Email | Website | Social media | Direct mail | Press releases | Networking | Partnerships**

...to name a few.

2. Choose five that are relevant for your target market(s).
3. Test each channel in a small way and then improve it until you have a cost-effective response.
4. Once you have at least five successful strategies, make sure you test new channels at regular intervals to see if you can beat your own performance.



# STRATEGY FIVE: Optimise your marketing assets

## Make sure they are professional and customer-focused

Customers don't care about you, they care about themselves and their needs, wants and problems. The most effective marketing communications focuses on how to address these issues, and not just go on endlessly about the company.

There are key proven techniques that will help increase the performance of your marketing, they include:

- an **irresistible offer**
- a **Unique Perceived Benefit (UPB)**
- an attention grabbing **headline**
- the **benefits** and reasons why (not the features)
- a **guarantee** or risk reversal
- an **urgency** to respond
- a clear and easy **Call-to-action**
- some **social proof** - like reviews or client testimonials



# ACTIONS: Optimise your marketing assets

1. Create an irresistible offer for your customers and tie it up with a guarantee, an explanation of the reasons why they should accept this offer and demolish any mental barriers the customer may have.
2. Make sure you list all the benefits of your product or service (not features) and create a Unique Perceived Benefit (UPB)
3. Write a headline that's interesting enough to entice readers to read on and sprinkle testimonials (one form of Social Proof) throughout the message.
4. Finish with a clear and simple Call-to-action – telling your customers what to do and encouraging them to do it now.
5. Ensure you maintain brand consistency across your communications and remember to test the performance when you try new messages, offers or channels.





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# STRATEGY SIX: Have a sales & marketing system

## You need a plan!

When comparing a business with a great product and no sales and marketing system to one with an adequate product and a great marketing system - Which one do you think would be most successful?

Having a structured sales and marketing process (or funnel) is vital for every businesses. The process should outline what happens at each stage from the initial sales enquiry, through the follow-up and conversion stages to the post-purchase and client advocacy stage.



# **ACTIONS: Have a sales & marketing system**

- 1.** Write down all the key stages that have to happen for a prospect to enquire about your products – 'The Enquiry Funnel'.
- 2.** Then create a 'Prospect follow-up' process so that you manage their interest and convince them why they should buy from you.
- 3.** Make sure that once the prospect becomes a paying client you have a suitable follow-up offer to build their loyalty with you.
- 4.** Create a monthly or quarterly email newsletter and share relevant information to your customers. You might align it to a seasonal theme or related / complementary products to those previously purchased.



# STRATEGY SEVEN: Have fun!

## You need to enjoy what you do.

This is really important. If you are not enjoying what you do, then this will not only affect your life, but also the people around you, your family, your staff and your customers.

It might be that you have lost the passion because you have spent so much time 'in' your business and you haven't had time to work 'on' your business.

By implementing the strategies in this guide, it will help to give you more of the freedom to look at your business through fresh eyes and remember why you started in the first place.



# ACTIONS: Have fun!

1. Implement the strategies recommended in this guide.
2. If you do them properly, your business will quickly show signs of growth and with positive outcomes for the business, you will feel more positive.
3. Identify the tasks that you dislike doing and allocate some of your extra profits to outsource that work, or to train or recruit someone else to do them.
4. Identify other parts of your business that are trouble. If you have troublesome customers you can now afford to put their prices up. If they leave you've exported the problem, if they stay you'll be surprised how much enjoyment you get from their 'special' prices.
5. Make sure everything is systematised so it carries on without you having to continually intervene. That's the real secret of enjoying running your own business.





## WHAT NOW?

# Next steps

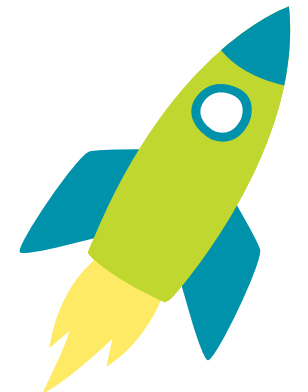
You have made the effort to read this guide which means you know that something needs to change.

We have a range of free tools and resources to help you on your journey (see the next two pages), and if you want more tailored and personal support, we offer business advice and programmes to get you there.

Visit [www.betterneverstops.global](http://www.betterneverstops.global)

Remember...

# Nothing changes, if nothing changes!



## Next steps:

# Take the Free Business Survival Test

Discover your Financial Survival score to see how financially resilient and efficient your company finances are. Our proprietary test will show you what's eating up your cash, where you can improve your profits and make sure you're not missing out on 'free' HMRC money.

- ✓ This is a completely free assessment tool
- ✓ Your insights will be tailored to your unique answers
- ✓ We'll send you a tailored insight report immediately
- ✓ The scorecard takes only 4 minutes on average
- ✓ You can discuss your results with us too if you like



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