

# Your Business “Game Plan”

## Introduction

- You need to ACT NOW to ensure that your business doesn't lose **revenues** and **profits** in these difficult financial times.
- Any reduction in your business profits means that your business value will DECREASE.
- You can take immediate steps RIGHT NOW to ensure this doesn't happen.

## What are the BEST PERFORMING businesses DOING?

Very successful business owners do ALL of the following as an absolute minimum:

Strategy	Details	Enhancement Plan
<b>Set Targets</b>	Set Targets (Budgets) for the next month / quarter year. Set Key Performance Indicators (KPI's). Unless you aim at something you will keep hitting "nothing"!	<ul style="list-style-type: none"> <li>• Profit Forecast</li> <li>• Cash Flow Forecast</li> <li>• Establish KPI's</li> </ul>
<b>Review Actual Results</b>	Review Actual –v- Budget performance each month / quarter. Make IMMEDIATE strategy changes where required.	<ul style="list-style-type: none"> <li>• Business Performance Report</li> </ul>
<b>Board Meeting</b>	Have a monthly or quarterly Board Meeting chaired by an external person (your Accountant). A pre-set Agenda will ensure that you regularly challenge yourself about all aspects of your business performance and operations.	<ul style="list-style-type: none"> <li>• Chair Board Meeting</li> </ul>
<b>Strategic Planning</b>	Develop a Strategic Plan for your business. This helps to reinforce to you and YOUR TEAM exactly why you are in business, what your personal and business goals are, and what you must do to keep your business growing and increasing its profits and cash flow.	<ul style="list-style-type: none"> <li>• Strategic Planning Session</li> </ul>
<b>Business Succession Planning</b>	Determine your Business Value as at today's date. Groom your business for its future sale. Ensure that your business will survive if you (or your business partners) were to die or become incapacitated.	<ul style="list-style-type: none"> <li>• Business Valuation Report</li> <li>• Business Succession Plan</li> <li>• Insurance Buy/Sell Agreement</li> </ul>
<b>Asset Protection Planning</b>	Have an annual Asset Protection Review. This ensures that your hard-earned assets will have the maximum protection possible in today's litigation filled world. Ensure that your Will is up to date with your wishes and current family circumstances.	<ul style="list-style-type: none"> <li>• Asset Protection Review</li> <li>• Update Wills</li> </ul>

ASK US TODAY for a fixed-price quote for any of the above “Enhancement Plans” for your business.

# Your Business “Game Plan”

---

## Business Value Alert!

In general: Business Value = EBIT (Earnings before Interest and Tax) x Sale Multiple

Therefore, you have 2 main strategies for increasing the value of your business:

1. **Increase EBIT.** Higher profits mean people will be prepared to pay more for your business.
2. **Increase the Sale Multiple.** You can increase the Sale Multiple by DECREASING any risks associated with your business, thereby making the future cash generated by your business more certain. The main strategy to do this is establishing systems in your business so that your business can operate properly without you.

A higher business valuation means better RETIREMENT OPTIONS for you when you sell your business.

## Immediate Strategies for You to Implement

We’ve developed an INITIAL Game Plan for your Business. We need to discuss this and work on it together over the coming months.

<b>Cash Flow</b>	Proper Cash Flow management is vital to ensure your business has a future. Review the Cash Flow Cycle for your Business. Select the quickest and easiest area to work on, and immediately make changes to reduce your cash flow cycle. (Ask us for our CASH FLOW CYCLE Worksheet.)
<b>Sales Growth</b>	Ensure your business offerings are clearly DIFFERENTIATED from your competitors. Make certain these differentiation points come through loud and clear in all of your marketing and advertising. In these uncertain financial times, instead of focusing on the benefits of your products / services, emphasise the additional losses your customers will experience if they don’t use your products / services.
<b>Profit</b>	Have systems in place so that you know each week whether you are ON TRACK to meet your annual PROFIT TARGET. You can then take IMMEDIATE ACTION to correct any problems or inefficiencies that may occur, rather than letting these go on for months and erode your profits.
<b>Your Team</b>	Your team is one of your greatest assets. Run regular team training sessions for your entire team. Break these sessions up into technical training (about your products / services), customer service training, and internal administrative training. Keep investing in your team.
<b>Strategy</b>	URGENT – Ensure that you have a proper Strategic Plan for your business. Having proper financial targets and knowing why you are in business and where you are heading is ESSENTIAL if your business is to out-perform its competitors and continue generating good profits in these difficult financial times.
<b>Business Value</b>	Realise that the point of having a business is to SELL IT (even if you don’t want to right now). Ensure that this principle influences every business decision you make. Ensure that your business can run without you. It will then have a much higher value.

Don’t delay! Talk to the Concepts & Results team today about how they can help you to implement these vital strategies in your business, leading to HIGHER PROFITS and LESS STRESS for you.