

The Keys To Success In Business



Success in business has nothing whatsoever to do with salesmanship, little to do with a knowledge of your company's products or services.

It is owing to some far more basic fundamental principles which will determine your success or failure at anything you do in life.

They are your A,B,C's, Attitude, Belief and Consistency. Taking them in reverse order.

Consistency

We get up every morning, we brush our teeth wash, get dressed have breakfast. We are consistent in our actions. We do it every day.

We need to do the same in being consistent with our tasks associated with our business for the days that we have chosen we are going to work, be it 1 or 7 days a week.

We need the 6 marbles in our left pocket or left side of our bag and transfer 1 marble to the other side every time we have carried out a positive action i.e. seeing a customer, talking to someone about the business, etc. etc.

We need to do it consistently.

When we go mountain climbing, if we would continually look at the summit we would soon trip up and fall.

We need to concentrate on every step at a time, one after the other and as surely as the sun goes down we will reach our summit.

Belief

An absolute and genuine belief in our business, it's products and services and what it can give it's customers.

Attitude

Possibly the most important of these three but useless on its own. It's no good having the best attitude in the world if one's sitting on one's own in a closed room not talking to anyone.

So what is attitude apart from how one feels about oneself and others. I describe it like this.

Your face is transparent, totally transparent and your attitude shines through whether it's positive or negative.



The first second that a prospective customer sees you maybe even before you see him, your attitude comes through. The customer sees it, maybe only subconsciously and will react accordingly.



We all know that the first thing any salesperson has to sell is themselves even before they open their mouth. If they can't sell themselves they might as well turn round and go home and go back to bed. If they can't sell themselves they wouldn't be able to sell packet of peanuts or a Mars bar.

So when we get up in the morning and do our consistency things let's get a really big warm smile from within feeling good about ourselves and keep that all day.

When we go about our business we need to keep out good attitude with us. If we can't also be in the place where we are physically there's no point being there in the first place. It's easier to ride a horse in the direction that it's going.

So those are the 3 all important ingredients that determine one's success or failure at anything in life.

Why Business Plans Fail

I am often asked to assist with writing business plans. While a business plan is often needed when you are getting financing for your business, I find that most business owners don't find them very useful.

Why not?

Because usually they are written from a very long term frame (typically five years) and once they are written, they are put on a shelf and never looked at again. I'm going to suggest some ways that you can get more out of your business plan.

1) Review your business plan frequently.

Business plans aren't meant to be static. They are mostly a long-term strategic tool, but to be effective you need to look at them regularly and update your strategies.

How often?

I'd suggest quarterly.

Look at which of your strategies are working and which aren't.

Do more of what works and less of what doesn't. Ask yourself why some are working and some aren't.

What can you learn to make your business stronger?



2) Add a lifestyle component to your business plan.

I have yet to see a business plan that includes your ideal lifestyle. Does a bank care about your lifestyle? Probably not. But you should.

Take time this week to add a lifestyle page to your business plan. At a minimum, include how many hours you want to work, where you want to work, how much vacation you'd like and what schedule you want.

Then go through your business plan and make sure your business strategies support your lifestyle strategies.

What you may find is that you'll have to add strategies for hiring additional staff, streamlining operations, and creating better business systems.

3) Turn your business plan into an action plan.

Your business plan is all about long term strategy. It's the big picture about how you'll run your business.

Take that long-term strategy and turn it into a short-term action plan. For each strategy you have in your business plan, write a short-term action plan.

Include what the actual activity will be, what resources you need to do it (employees, money, time, equipment, etc) and write out a detailed plan for it including deadlines.

This plan should be for the next three to six months. The action plan should include every step you will need to take to accomplish each goal in your plan.

The first time you do these exercises may take between two and eight hours. It depends on how much detail you provide.

My experience shows that the more detail you include the more effective your plan is.

The next time you do this (remember to review and revise this quarterly) it will take a lot less time.

Each time you do this will build on the time before and your planning will become more and more effective.

Now you've got a business plan that works.

Need help with your business plan?

Whether you have a blank piece of paper in front of you, a document that is just gathering dust on a shelf somewhere in your office or a plan that you believe is the ultimate in moving your business forward - it is often useful to have a third party to take an independent view on what you have (or haven't) committed to paper.

For a free review of your business plan, please get in touch via the contact details below.

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Next month: The Changing Pace Of Advertising ~ The Great M's Of Success

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