

### **Short Description of the Presentation:**

If your business is not working there is usually one, or more, foundational areas that need to be addressed. It's not rocket science. This presentation will help you focus on one, or more, areas that can literally turn things around.

### **Eight Reasons Your Business Isn't Working:**

- 1. Lack of Marketing**
  - Not a cost, market or die!
  - Understanding ROI
  - Consistency is the key
- 2. Failure to Track and Measure Everything**
  - Leads to sales
  - How many sales to create a repeat customer
  - Customer acquisition costs
- 3. Obscurity**
  - Building relationships through networking
  - Is your company known by customers, businesses or both?
  - Giving "within" the company
- 4. Pricing**
  - Price for profit
- 5. Are Your People the Problem**
  - Do your systems work?
  - Hire slow and fire fast
  - Consider performance pay
- 6. Differentiation**
  - How are you different
  - Knowing your customers pain
- 7. Blame game**
  - It's not outside forces, it ME!
- 8. Delegate or Die**
  - Abandon perfection

