



How to Successful in Any Business

by
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Short Description of the Presentation:

When it comes to being successful it's not necessarily the quality of work you do or how well trained your techs are. What does make you successful is being unique at what you do. This presentation will help you become exceptional and focused, and therefore successful, in whatever business you are in.

1. Don't Sell, Facilitate

- Are you an order taker or a problem solver?
- I don't need a dress, *I need to look good* from--head to toe
- I don't know what I need, so tell me if you're the expert!
- Stop selling, start solving problems!
- Enthusiasm sells

2. Be Exceptional

- Ordinary is not enough, average & mediocre won't cut it.
- Become a market leader
- Typical does not stand out
- "Amazing" sells

3. Stay Focused

- Define your "hedgehog principle" – focus on one thing and do it
- Stop trying to be all things to all people
- If you try to be everything you will be nothing
- Desperate businesses try to be "everything"
- Become THE expert

4. Give Them The Pickle

What is your customer service philosophy?

- Know what your customers value, love, hate
- Give them what they want
- Don't argue, just do it
- TEACH your staff!

5. Be Likeable

- What are you doing to become likeable?
- Participate in the community
- Customer appreciation night, or day