



A 10-Step Action Plan for 2018 Success

SBE Supportive Services Center

**Victorious Warriors Win
First And Then Go To
War, While Defeated
Warriors Go To War
First And Then Seek To
Win.**

Sun Tzu

Action Step 1: Identify your Top 10 Customers

- ❑ “Remember the 80-20 rule? Most of your sales and will come from this 20%.”
- ❑ Create a shortlist of your top ten customers and see where and how you can provide better services to them.

Action Step 2: Identify your Top 10 Prospects

- Who are the top ten prospective clients you'd like to work with.
- Focus on your strengths when pursuing new clients.
- “Look at micro niches that are under-served.”
- What services are you giving away that you can now charge a fee?

Action Step 3: Identify your Top 5 Team Members

- To go to the next level you need a strong team.
- Who on your team can you depend on to remain committed to help the business grow.
- “Assign your team members quantifiable and measurable responsibilities.”

Action Step 4: Create a Plan of Attack

- ❑ The next step is to work out a plan that's concise and easy for others to follow.
- ❑ Don't make it so complicated that you have to teach people how it works.
- ❑ Create a simple schedule and identify who you will call each day of the week. How are you going to contact them and what steps need to be in place to follow-up?

Action Step 5: Network! Network! Network!

- ❑ Your success isn't only based on the high quality of your work.
- ❑ "It is built on the network you create to find leads and build GOODWILL."
- ❑ Without a network it's nearly impossible to get a referral.
- ❑ This can be done offline, i.e. at Supportive Service Center (s) events or online in LinkedIn.
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Action Step 6: Create a Visual Representation

- List your action items and set a specific timeline.
- The next step is to create a visualization key for your plan.
- Create a Vision Board.
- Continuously, visualize your future success!!!!

Action Step 7: Time Lines Required

1. Establish Timelines.
2. Develop Milestones to Gauge Your Progress.
3. Compare Your Projections vs. Accomplishments.
4. Plan for Your Future.

Action Step 8: Tweak Your Sales Strategy:

- What is your main offering to the marketplace?
- Do you Push your product into the market or is your product being Pulled into your target market?
- How will you qualify the leads? Will you hire a sales person this year?
- Do you have any upsells for your existing customers?
- Your sales pipeline needs to be ready at the start of the year (2018).

Action Step 9: Be Realistic in your Planning.

- Having a specific goal is just the beginning: you need to be specific and realistic in every aspect of your project goal setting.

Action Step 10: Reward Yourself

- Look for ways to celebrate your wins.
- Define what the daily wins for each goal and pursue them with vim, vigor and vitality!

Sources

- ❑ Magnet and Customer Picture: https://www.bing.com/images/search?view=detailV2&ccid=AUjs%2fz%2bF&id=F30B08DECD3C0C2F35A5300BB678A6AE1FB06C7B&thid=OIP.AUjS_z-F8nDk-3Ax4MRh0QEsDE&mediurl=http%3a%2f%2fwww.nodestudios.co.uk%2fwp-content%2fuploads%2f2016%2f09%2fattract-customers.jpg&exph=491&expw=749&q=customers&simid=608001834442099410&selectedIndex=53&ajaxhist=0

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