Re-Imagining Business





Small Business Enterprise Support Services Center

Cheyney University of Pennsylvania

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The Dream Has Come True

- 1. This is not your job! Your business is the realization of your dreams and goals to become independent and create wealth for your family.
- 2. Now, you have come to a fork in the road where you understand that you are smart and have utilized your current skills to grow your business to this point in time. But, you realize the skills that made you successful may not be enough to help you to continue to grow your business.
- 3. Our goal is to assist each business owner in achieving success through our ongoing training programs .



The First 100-Days



- Identify the basic components required for growing a small business in any economic environment.
- 2. Seek the necessary tools to spur your Creativity, Develop Realistic Solutions to Improve your business and to enhance your Sales Skills.
- 3. Do not be afraid to develop new techniques to manage and respond to your Customer requests.

Visionary, Motivator, Administrator?

- A successful small business leader must be a Visionary, Motivator and competent Administrator.
- You must be both Learner and Teacher.
- You are required to be aware of the Regulatory, Macroeconomic, Political and Societal shifts that threaten to disrupt your business.



Leadership Inhibitors - Weakness



- 1. Allowing non-performers immunity
- 2. Vacillation and wavering due to complaints and push-back from team
- 3. An overly democratic approach with excessive collaboration
- 4. Failure of the leaders to openly support the changes and new desired behaviors
- 5. Failure to acknowledge that the current "Process" may be part of the problem

Leaders Are Decisive

- **1. Decisive:** At the current pace of change, fast action is what matters
- 2. Insightful: "Take a look at yourself first."

 "Then you're ready to deal with your team, and then your organization"
- 3. Challenges Company Conventions:
 "You need to get everyone trained to think out of the box and be creative"
- 4. A Focused Leader: Is constantly adapting to new practices is often motivated to find better ways to do things
- **5. New Leaders:** Learn to generate new interests and areas of expertise







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Purposeful Leadership



- A Purposeful Leader must have a strong sense of purpose they can express to their team
- Purposeful Leadership provides a compelling reason for everyone at the company to come to work
- 3. Purposeful Leaders must understand that creating and sharing a purpose outside themselves is very different than vision.

Ineffective Sales and Work Process

- 1. Chasing Too Many Goals
- 2. Setting Unrealistic Goals
- 3. Setting Goals and Targets That Cannot be Simply Measured
- 4. Lack of a Defined and agreed Upon work process
- 5. Infrequent or ineffective progress reviews



Selling In A Down Market



- 1. "A common selling reaction is often cutting price or offering other kinds significant concessions. Ironically, aggressive discounting actually increases the perception of risk by customers."
- 2. "Exceptional salespeople and organizations recognize the need to sharpen multiple aspects of their selling fundamentals."

5-Tips Improve Sales Success

- **1.** <u>Understand</u> your products and services.
- **2.** <u>Drive Sales</u> of your products and services.
- 3. Achieve and Then Exceed your assigned sales quota.
- **4.** <u>Deliver Value</u> and reduce risk at every step of the selling cycle.
- 5. <u>Create a Sense of Urgency</u> throughout your team to improve sales and provide solutions.



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