

## **Take Action Guide: Your Optimum Selling System**

### **Book referenced in this call:**

Ready, Fire, Aim: Zero to \$100 Million in No Time Flat, Michael Masterson

### **Created a blueprint:**

- Start a business from scratch and make it profitable – usually in less than 2 years
- Take a developed business that has stalled and get it moving again
- Keep a growing business growing as annual revenues climb from a million dollars to tens of millions to hundreds of millions
- Get other people to do almost all the hard work for you so you are free to do only the fun stuff
- Position yourself as an indispensable business builder so you can enjoy a big share of the profits even if you are working only part time
- Duplicate your winning strategy in several businesses so you never have to worry about needing any one of them
- Enjoy the very best job in the world.

### **Four Stages of Growth:**

- Infancy – \$0 to \$1 million
  - Main Problem: You don't really know what you're doing
  - Main Challenge: Making the first profitable sale
  - Main Opportunity: Achieving a minimum critical mass of customers
  - Skills Needed: Selling the product.
- Childhood - \$1 million to \$10 million
- Adolescence - \$10 million to \$50 million
- Adulthood - \$50 million to \$100 million and beyond

In summary – it's about taking your business to the next level.

### **Stage One : Infancy**

Rule Number One of Entrepreneurship: **Without sales, it is very hard to sustain an ongoing business.**

- Before your first sale – your business is just a set of unproven ideas – can't know if you have a good idea or bad one until you test them by selling your first product. How do you know it's good? This can only be determined by your customer.
  - 80% of your time should be spent on selling, 20% on everything else – most do the opposite.
  - Enough to have customer service and product just okay at the outset.
  - Good business owners will try to sell an idea, if possible, before they have spent a lot of time and money on making it perfect.
1. Get the product ready enough to sell it but don't worry about perfecting it
  2. Sell it
  3. Then, if it sells, make it better
- During start up – should focus on one thing only – how to sell one particular product to one particular market – selling the hell out of your lead product!
  - One best way to acquire new customers in a way that generates positive cashflow: your Optimum Selling System.
  - (As your business matures, you can generate loss-making lead products and make money on the back-end).

**Four Secrets of the OSS:**

1. Where are you going to find your customers? – do what everyone else is doing.
2. What product will you sell them first? – be flexible about this.
  - a. What product is currently hot in the market?
  - b. Determine if your product idea fits that trend
  - c. If it does, go for it. If not, go to d and e
  - d. Come up with a me-too version of several hot products
  - e. Improve them in some way
3. How much will you charge for it? – do what everyone else is doing and then test. Remember the main purpose is to bring new customers in.
  - a. Work out the allowable acquisition cost:
    - i. What is the life time value of the client?
    - ii. Deduct the cost of providing the product

- iii. Deduct how much you profit you want to make from that product
- iv. Amount remaining is amount you can lose to attract a first time buyer

Remember aht your cusmoter will spend on average between 100 and 500% of their original purchase price with you over time.

4. How will you convince them to buy it?

- a. Good copy
- b. Difference between wants and needs
- c. Difference between features and benefits
- d. How to establish a USP
  - i. Appearance of uniqueness
  - ii. Usefulness
  - iii. Conceptual simplicity
- e. How to sell the USP
  - i. The Big Idea
  - ii. The Big Promise
  - iii. Specific claims
  - iv. Proof of those claims

**Other ways to spend the remaining 20% of your time:**

- Mentoring and being mentored
- Teaching your team about how the business works
- Setting business targets
  - Focus should NOT be on making you rich. Focus should be on happy customers

But it all takes hard work to get the momentum going. Remember the metaphor of the steam engine and focus on the fuel – let the steam take care of itself.