

# Business Rescue© Trailer

- ❖ GOAL: Develop a Reliable Sales Forecast for the first 12 months considering qualitative factors
- ❖ Ten (10) sales forecast methods have been developed even for the business for which no products or services had previously been sold
- ❖ Why do we need a sales forecast?
  - ❖ Results in daily goals, and releases of all God's creativity for how the goals will be achieved
  - ❖ Drives staffing timing
  - ❖ Drives material purchases if building to inventory
  - ❖ Can give investors confidence in the ability of management to deliver on promises
  - ❖ Much more

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- ❖ What qualitative factors should be considered
  - ❖ Trends or Environmental Scanning
    - ❖ Macro trends, Industry trends, Industry growth
  - ❖ Customer Delight and Superior Customer Value Statement
    - ❖ Customer delight is something that is well beyond customer satisfaction, developed properly will set the business apart
    - ❖ Most of the time customer delight does not require an invention
    - ❖ Properly done, Customer Delight can be developed in a Superior Customer Value statement

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- ❖ Given a Superior Customer Value Statement a *Rigorous Competitive analysis* is possible
  - ❖ Tables are built with key customer decision criteria and compared to a Superior Customer Value Statement
  - ❖ Rating are weights are used to compared our Superior Customer Value Statement with key competitors' offerings
  - ❖ Sales forecast numbers can be viewed considering the Qualitative factors
  - ❖ Over time this competitive table will improve and become quite accurate and lead business owners to make important decisions about new products, adding features, price adjustment, etc.

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- ❖ Sustained Advantage
  - ❖ Over time the customer superior value statement will no longer be superior
  - ❖ Owner must constantly be working with customers to find the next Customer Superior Value Statement
- ❖ Marketing Communications Strategy
  - ❖ Lengthily push and pull marketing communications strategies are developed and explored
  - ❖ Small business high impact strategies for low cost are explained
- ❖ Pricing strategies are explored
  - ❖ Strength of Customer Superior Value statement has a critical vote
  - ❖ High prices/ Low Volume, competitive prices/ higher volume, Low prices/very high volume explored

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- ❖ Sales Strategy
  - ❖ Learnings from the Xerox story on the current computer format, icons, mouses, windows, internet, spreadsheets, word documents, graphics, power points, etc.
  - ❖ Based on many other factors, sales process
    - ❖ Sales Cycle – Seasonality
    - ❖ Sales Close Cycle
- ❖ Operational Factors
  - ❖ Leadership vs. management
  - ❖ Incentives
  - ❖ Omit Nothing
- ❖ Risk Assessment (50% higher the plan, 50% lower than plan)

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- ❖ Implementation Plans (who, what, when, check list of 19 considerations, internet/social media strategy)
- ❖ Computer simulation models show business owners how their decisions impact Cash Flow, P/L, and the Balance Sheet