

Three Steps to Scale Your Company Simply & Quickly ...And Sustainably

Introduction

Hi there, I'm Rod Fraser from Business Growth Strategies.

Thanks for joining me.

There has never been a better time to scale your company in our history.

It's simple really... it's because of the internet.

We have never had so much access to knowledge, information, resources, processes, or people.

We can market our businesses locally or globally. We can get our message out there, build a brand, and target our right customer, and we can refine our sales process, like never before.

We can measure everything.

But if you are here, you probably have a significant problem – your business isn't generating the revenue and profits you want it to.

I'm going to tell you exactly how we help people and how we can help you.

Who Is This For?

So, here's what we do for businesses and specifically how we can help you...

But first there's one thing... this is not for beginners. We cannot help someone scale something that is not there.

In order for me to help you, you need to already have a business, an established business that has momentum – where you are actively marketing, advertising and selling – you have sales, customers or clients already coming in whether through paid marketing or organically.

So here's how we help you...

Here's How:

Step 1: Let's Find The “Easy Wins”

Having worked with many businesses over the last 30 years we have deciphered a process to unpack what's going on in your marketing and sales and identify where the quick and easy wins are to drive more revenue and profit into your business immediately.

We find the hidden money in your business

So, here is a reality that most businesses have not acknowledged. It's this, that 40% of any business is unprofitable at any point in time. For some it is higher.

Most businesses have things missing, not working, broken, gaps or things that are not being optimized or capitalised.

99 times out of a hundred a business owner client is so busy they are missing obvious things.

To be honest I have found it 100% of the time of the last 30 years I have been working with business owners.

Most business owners are simply wearing too many hats, they are often in overwhelm and caught in the day-to-day operations loop.

Having a strategic pair of eyes can really make a difference.

One example is a business about to sell a course online. They thought by selling it at \$197 they would get more sales. I suggested \$497. It was a quality course well produced and with great information. They made an extra \$60,000 in 2 weeks. Sales did not seem to be impacted at all.

Most businesses that sell products online have a problem with cart abandonment. The average is 68-75%. That's 7 out of 10. It's usually because the purchaser gets distracted, forgets or is simply one of the 90% of people who are not ready to buy now. Only 10% of people are NOW buyers. Putting a follow up sequence in place that lets say could get 3 out of 10 more people to buy can double a business.

Step 2: Let's Optimise Your Sales Process

There is a saying "it's not what you sell, it's how you sell it". This is where we really refine and optimise your whole sales process to work out what's working really well, what's broken and what's missing.

Our aim is to create a sales system that delivers sustained growth.

We optimise, and then automate it.

We draw on our experience of working with businesses from simple transactional sales to consultative selling right through to complex sales where you are dealing with multiple buyers in the one customer/client.

It depends on your business model and how you sell, both online and offline.

We start by unpacking your sales process step by step.

Most businesses think they need more leads.

What you perceive you need and what you really need may be different.

Hint:

The real money is made in your sales process!!!

Doesn't it make more sense to capitalise on what is already coming into your business?

Yes of course! Right!

When we optimise your sales process we get higher prices, higher average order value, higher profitability per sale and better conversion rates at each step of the sales process (I like to call it a sales track for a consultative sale) then you win big time.

Without generating more leads.

Yet!

Here's 2 case studies:

Case One.

In one case a financial planning business realised once we unpacked their business that they were not charging enough, and they were not charging for the implementation of the financial plans they were putting together for clients.

Each year!

It was taking 3-4 years to become profitable on every client they took on. They were growing broke.

Now, they are profitable from day 1.

They are also making more money with their existing clients as well as the organic referrals coming in the door.

Case Two.

In another case a designer of health and leisure venues was doing what every other designer does. Giving her designs away.

Worse than that when she did win projects usually 6 figures plus halfway through the project, she often discovered she had under-scoped the work. She was selling too early and too fast and losing out.

We changed that so she got paid for her designs and added steps to do great discovery and scoping plus a way to deal with variations.

Step 3: Let's Scale Your Company Sustainably

Now we have optimized your sales process, let's look at the marketing.

Most people think it should be the other way around.

We need more leads... they are wrong!

Once we have optimized what is already coming in the door, now we can scale your marketing to generate more (qualified) leads to drive through your sales process.

Most businesses don't have clear messaging that calls out their right customer.

Clear messaging calls to the people you want for what they want specifically and addresses their frustrations. We need to get your messaging right.

Then, let's put some filters in place to qualify your leads. There is no value in attracting non buyers.

Once we have found the easy wins, we have optimised your sales process, and your marketing is right, then...

If you want to scale your company sustainably then scale your team too!

Getting your team firing with clarity, focus, and alignment helps them build rhythm. Having the team driving the business with you. Every business we work with needs help with their people. Sometimes they need help getting the right people in the team too.

Then there is you the business owner. Most of our clients crave room to think. They want clarity and focus, to simplify the complexity that comes with growth, and help with strategic thinking and planning to work out what's most important, and strategy to move forward.

All the parts working together if done well means you can work less and achieve more.

If you would like some help to scale your company, book a call - go to <https://BusinessGrowthStrategies.biz>