

COMPANION WORKSHOPS

Sailing the 7-C's of Business

Intro:

Successful marine captains know how to navigate the seas. They understand their ship and its capabilities. They know the seas, the currents and the weather. They are a master of their craft. They use charts and navigation instruments to successfully reach their destination. Navigating your business can be equally challenging, but when equipped with the right charts and tools the journey becomes enjoyable and successful.

Education:

The running of a business is a process...it is definable, repeatable and predictable. It can be mapped out with the same detail as a map used for sailing around the world. Our journey, however, happens to be the shortest and most reliable path from Order-to-Ca\$h. Mastery of this journey positions us to Find the Treasure in our Business. The 7-C's we must successfully navigate are as follows:

- Care
- Customers
- Calls (and Closing)
- Contracts (and Commitments)
- Craft (and Competence)
- Collections (Cash)
- Character (Credible)



Finding the Treasure in my Business

Intro:

The business you are building has value. This means that the sum of the parts of your business can be worth more than just the craft or service you are selling today along with the worth of the support equipment. Someday you may want to sell your business and retire. You will make more money when you sell a predictable and growing stream of income coupled with a steady rate of improvement in the relationship of income to how much money is tied up in your business. Start building a business of increasing value for tomorrow using sound practices today.

Education:

Maps can be very helpful getting us to our desired destination. They give us a sense of overall direction, routes and timing. They help us see what to expect, and as with today's GPS, they give us real time information and course corrections. In the same way, we can map how money flows through the business. We can develop a sense of overall direction, routes and timing. We can see what to expect and we can target our desired financial destination. Let's take a look at the business map to find our treasure. We call it The ValueTree™.

Sailing the 7-C's of Business

Overview

- Order-to-cash process
- Process thinking
- Supermarkets
- Why important

Care

- Cause, Action, Real, Enthusiastic
- Passion for People, Product and Process
 - Employee engagement and Q12
- Leading through Excellence
- My LifeTree and being a contribution

Customer

- What am I selling?
- To whom am I selling?
 - My marketing plan
 - Targeting and segmenting my market
- Decision Mapping

Calls & Closing

- The sales process
- Creating solutions
- “Whose call is it?” Customer relations

Commitment & Contracts

- Clarifying expectations
- Commitment Cycle
 - Quality
 - Price
 - Schedule

Competent Craft

- Planning
- Producing
- Quality

Cash & Collections

- Dealing with conflict
- Self esteem and asking for your due
- Cash Management
- Making the register ring

Credible Character

- Image Management
- Leadership Assessment