

Sailing the 7-C's
of Business

The Journey



Workshop Purpose

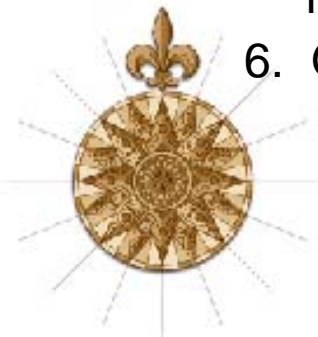
To familiarize ourselves with the process that over-arches business...
"Order-to-Cash"...

In a way that allows us to take stock of our current journeys

So that we can make the necessary course corrections and preparations
for our journey's success.

Outcomes:

1. See the system that underlies the business experience of us and our customers
2. Put daily experiences in context of a total system
3. Identify the inputs and outputs of each major step in the system
4. ORDP (I): Observations, Reflections, Diagnoses, Plans, (Implementation)
5. Commitment to being more disciplined, systematic and orderly in running the business
6. Growth...being better business people



We get to choose our heading but
the destination is not guaranteed.

Sailing the 7-C's of Business



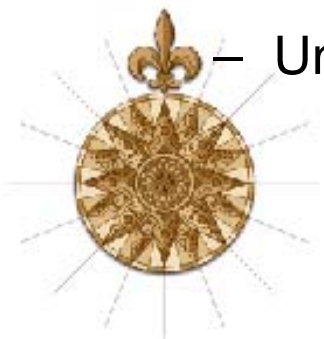
Demonstration

Easy assignment

- Line-up on both sides of the stick
- Everyone raise the stick to shoulder height
- Rest the stick on both index fingers

All you have to do is lower the stick to the ground as a group

- Keep the stick level
- Everyone must keep their fingers touching the stick
- Unsuccessful? Reset and start over



What is a Process?

Flow: one thing coming after another **Stuff Happening**

Process: sequencing the flow **Stuff Happening in Order**

System: pattern of behaviors wrapped around the process
Stuff Happening in Order with Discipline



Process Management

High Level or Sea Level



Customer disputes
Work instructions
Material Ordering
Desk procedures
Equipment maintenance

Design to Entry-into-Service
Investor Relations
Supply-chain management
Order-to-Cash



What is Flowing?

Product

Data

6:1



What does this statement mean?

“The Future creates the
Present against the
backdrop of the Past.”



Products:

- Customer Value
- Revenue
- Positive customer disposition toward us
- Margins

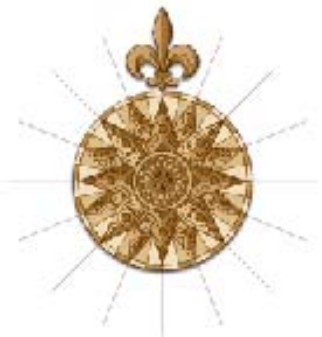
Order-to-Cash

Purpose:

To satisfy a customer need

In a way that creates “raving fans” and is profitable

So that positive cash flow and owner value are generated.



Process:

Converting opportunities into profit.

Sailing the 7-C's of Business

Passion for Product, Process, People

Care
Cause
Action
Real

Enthusiastic
Being a contribution

Clarifying expectations

Commitment cycle

Contract

Quality
Price
Schedule

Customer retention
Repeat business
Referrals...Growth!

Customers

Customers

What am I selling?
To whom am I selling?
My marketing plan

Targeting and segmenting
The customer's decision-making process

Dealing with conflict
Self esteem and asking your due
Cash management
Making the register ring

Collections

Closing

The selling process
Creating solutions
Customer relations



Craft

Doing the work
Planning
Producing
Quality



Character

Image management
Leadership assessment

A.D.'s Philosophy about Selling

Purpose of Selling:

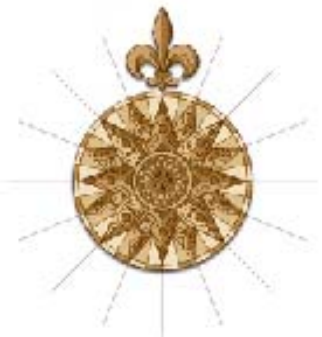
To optimize matching the customer's requirements with your company's capabilities

In a way that gets the "Yes!"

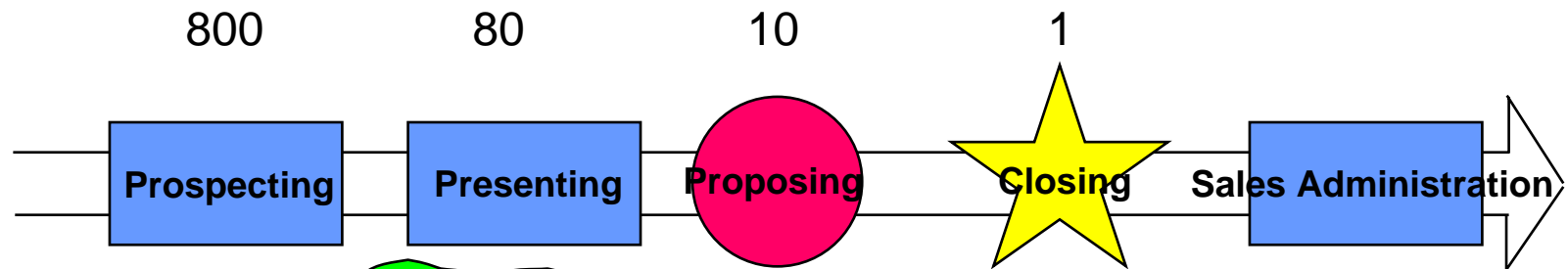
So that the customer ends-up happily involved with your product.

Products:

1. A sale
2. The customer as a client
3. Mutual understanding
4. Benefits realized by customer



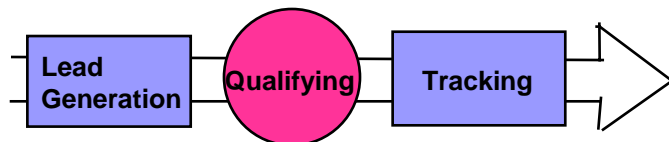
Flowmap: Selling



- Solution possibilities
- Consulting messages
- Supporting materials

- Generating proposal
- Product configuring

Getting the
"Yes!"



- Sifting/sorting
- Understanding customer
 - Requirements
 - Decision process
 - Purchase time frame
 - Purchasing history
 - Credit worthiness
- Establishing long-term relationship

decision	activity	inspection	transportation	delay	storage



Closing

1
Sale

Proposing

9 Proposals

Presenting

81

- Pursuing possibilities
- Presentations

Prospecting

729

- E-Bits
- Network phone calls
- Network events
- Exposure
- Mailers
- Google Adwords
- Ads
- Targeted emails

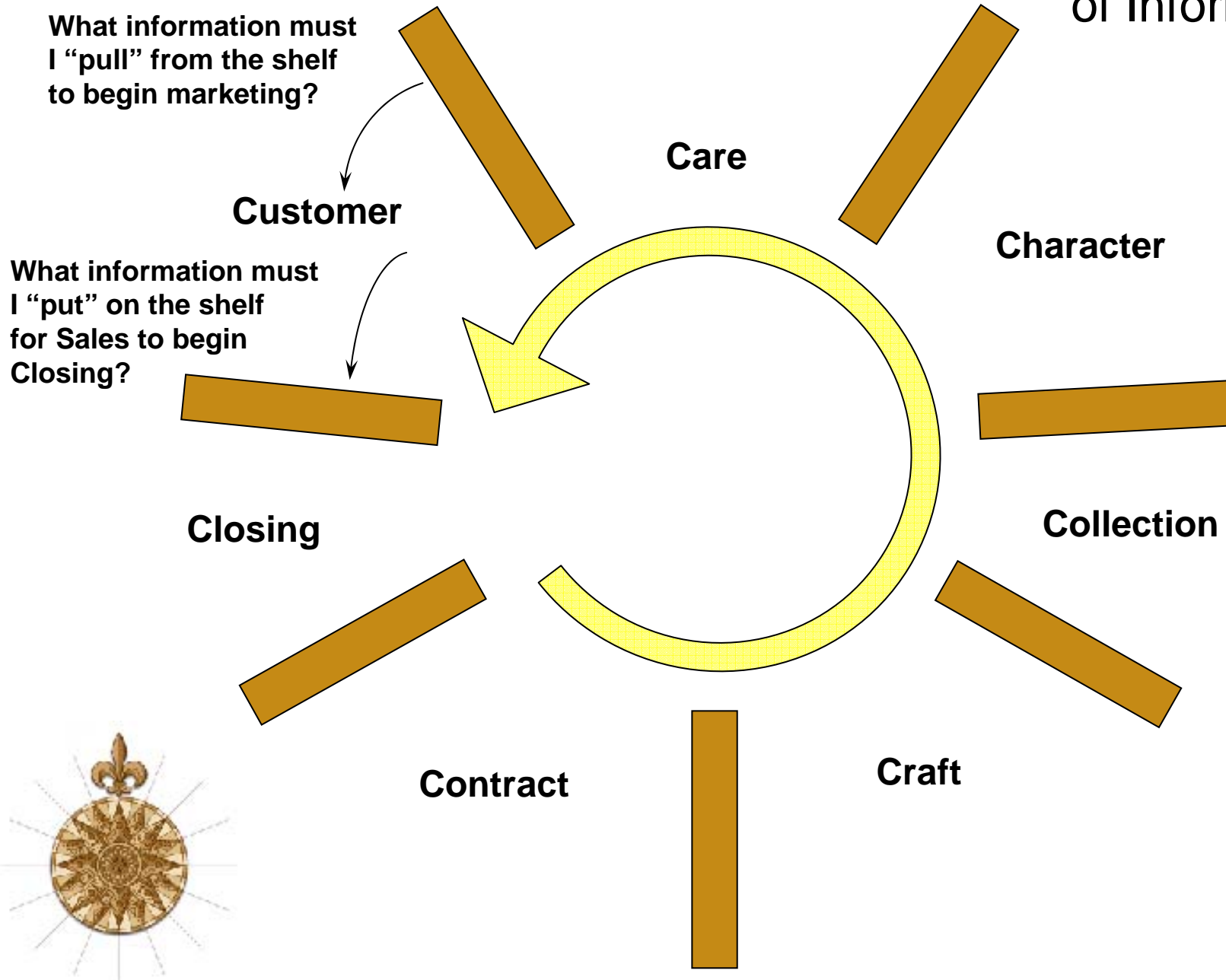


1. Pick one word that describes your journey today.
2. What part of the journey do you enjoy the most?
3. Where are the strongest headwinds?

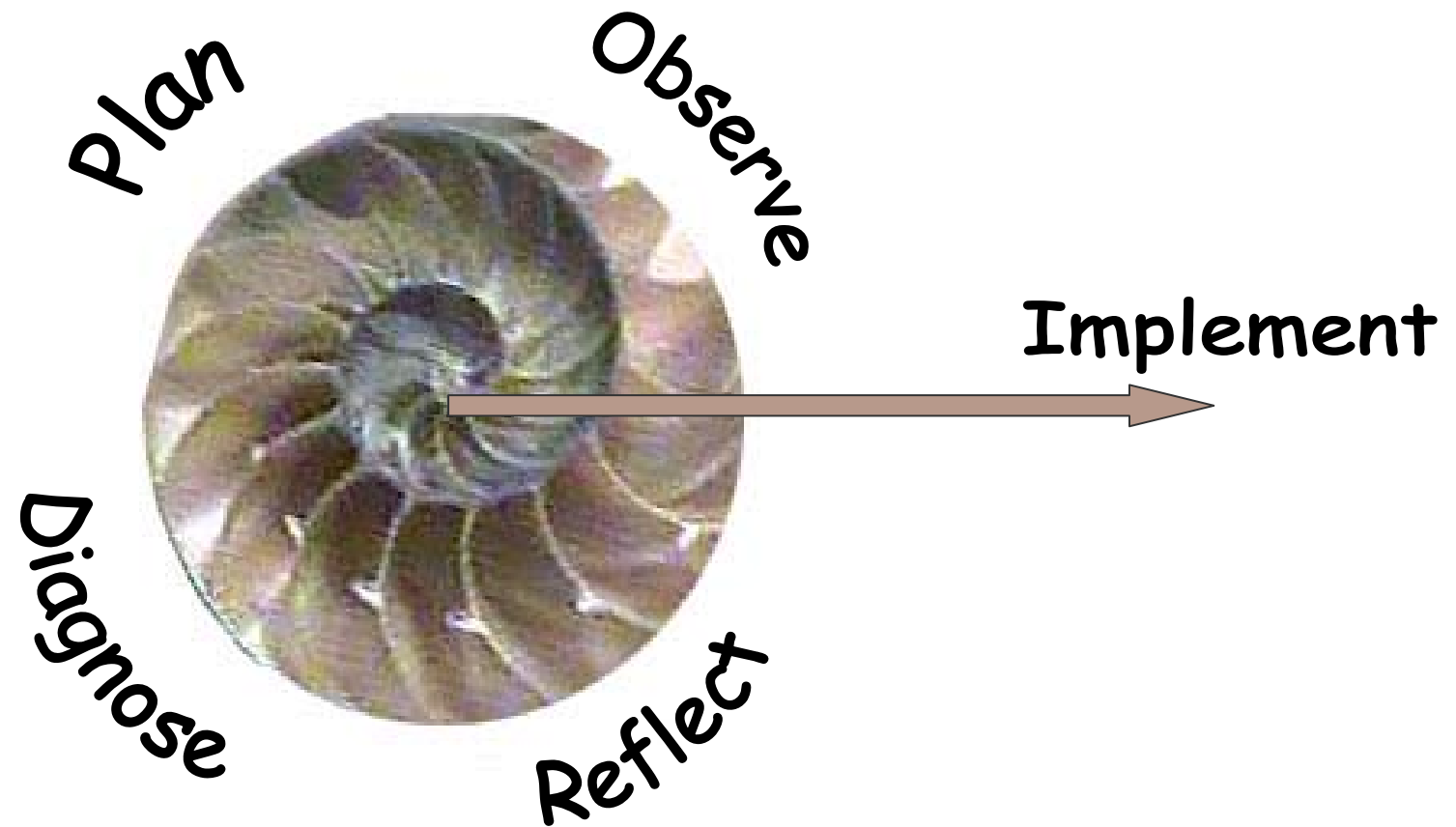
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Supermarkets of Information



ORDP Cycle



The Journey Continues

As the journey continues, what course corrections must I make, what new provisions must be brought on board, what preparations must be made to be the conquering hero of the 7-C's?

Anchors Away!

