

DESTROY TO BUILD

As paradoxical as it may sound, any project should be disintegrated to be addressed through each one of its elements individually in order to widen the opportunity for success. Generally speaking, a project design is made around an end. We want to reach certain goal at the end of the project. The bigger the objective, the bigger the project; and the bigger the project, a bigger number of elements and processes taking place within.

For example, a small businessman could have in mind the project of “selling more” than he is actually doing. It is a GIANT project that needs to be dismembered to deal with by parts. There is no single action that can be done to increase sales significantly. On the contrary, we need to concentrate our effort in various areas of the sale process, but always ONE by ONE, defining the objective for each one of them and the actions to achieve them.

In broad outlines, some of the points of the “sell more” project would look like this:

(1) *Improve the prospect attraction.* Revise and refine the marketing campaign (as small as it is), focusing the efforts in the *market* and *ideal client*.

(2) *Improve the prospect-client conversion.* This is achieved through a better understanding of the client’s needs, offering a solution to what he is looking for.

(3) *Retain customers with repetitive buying.* Give ALWAYS the customer an excellent service and do a post-sale follow up.

The increase in sales can be close to 40% if these actions are conducted correctly, reflecting a 10% improvement for each one of them (10% more prospects, 10% more conversion rate and 10% of more client retention), because the effect of each one is cumulative. A greater number of prospects potentially increases the amount of clients if it is paired with improvement in the conversion rate; and imagine if you add the fact that the clients will repeat buying instead of only making one. All of this without noticing that the small business man can turn his costs and expenses more efficient, which would skyrocket his profits close to a 50% increase.

These principles can be applied to almost every project. Take any of the elements of your idea and try to improve it individually. The impact in the final objective will be surprising.



Tired of working a lot without getting the expected profits from your business?
You want to start your business and want to know where to begin?
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