

Product

Procedure

People

The 3 P's Required for the Success of Your Business

Success in your business is not only about communicating your message but more importantly connecting with your ideal client. Successful businesses understand that providing solutions for their clients' needs is the difference in thriving or surviving. We realize that your current business reality is a direct result of the choices you made in the past. If you want to create an improved reality with your business; you have to make some improvements in your choices. We are all about helping you make better choices!

1

The Product

The reality is your clients are the source of all of your business profits. Providing a product that provides a solution to your clients' needs will satisfy your client which in turn will satisfy your business' profits. The first step is to understand your product from your clients' point of view. The design of your product in satisfying your clients' needs will translate into greater opportunities for you. Opportunities to better serve your clients which ultimately grows your business in the marketplace.



Consider the following questions when developing your product.

- What does your ideal client look like?
- What solution does my product provide for them?
- Can I modify my product approach to reach more clients?

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2

The Procedure



Your procedures should be your promotions and your promotions should be your procedures. When it comes time for your client to make their buying decision an effortless and yet effective procedure will allow for the greatest success. To accomplish this you must have a way of tracking the effectiveness of your procedures. Experience is not the greatest teacher; evaluated experience is the greatest teacher! To evaluate your procedures you have to know your metrics, and then use that information to fine tune your outcomes. Effective procedures will effortlessly promote your product.

Consider the following questions when developing or fine-tuning your procedure.

- What is my conversion rate from prospective client to ideal client?
- How much time is needed to complete the procedure?
- What does the procedure cost for my business to perform?
- How much profit is generated from my procedure?
- Does my procedure promote my product?

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3

The People

The most important of the 3 P's is People. Whatever your business; without people what need do you serve? Developing lasting relationships is crucial to the longevity and success of your business. This happens on all levels from your employees, your vendors and your ideal clients. People want to do business with people they know like and trust. In all of my years as a personal and business coach I've learned and teach to others that connecting requires that you focus on others.

Success is manifested in our lives from grace. Commitment, determination and hard work all play a role but all that we manifest comes from above, down, inside-out. Great leaders inspire great teams to produce great solutions for great people. Zig Ziglar once said that you can get everything in life you want if you will just help enough other people get what they want.



Consider the following questions when serving your people.

- Who is your best team member and why?
- Who is your ideal client and why?
- Are you providing the necessary resources, skills and tools to succeed?
- How well does everyone know the procedure, the results expected and the specific action steps needed to produce an extraordinary outcome?

Truly connecting with people is all about focusing on them and placing their needs above yours. You must become intentionally aware of their needs, your ability to provide a solution and the desire to accept their needs as important.

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