

# The 7 Key Numbers you need to know to Succeed in the New Economy

Led by:  
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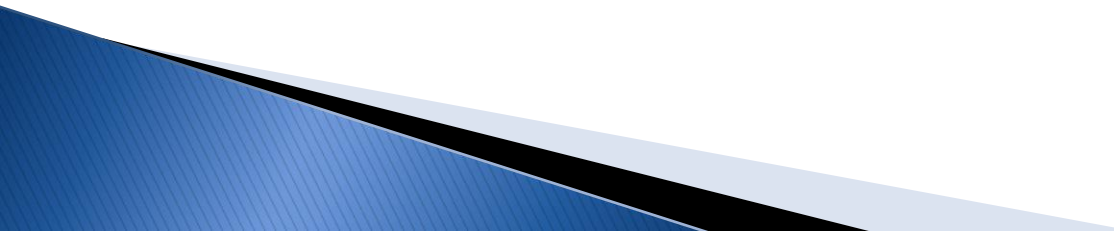
# Why are we here?

- ▶ Remove the complexity of the business to make it simple.
- ▶ Create a future, not react to one.

**thinking** *forward*

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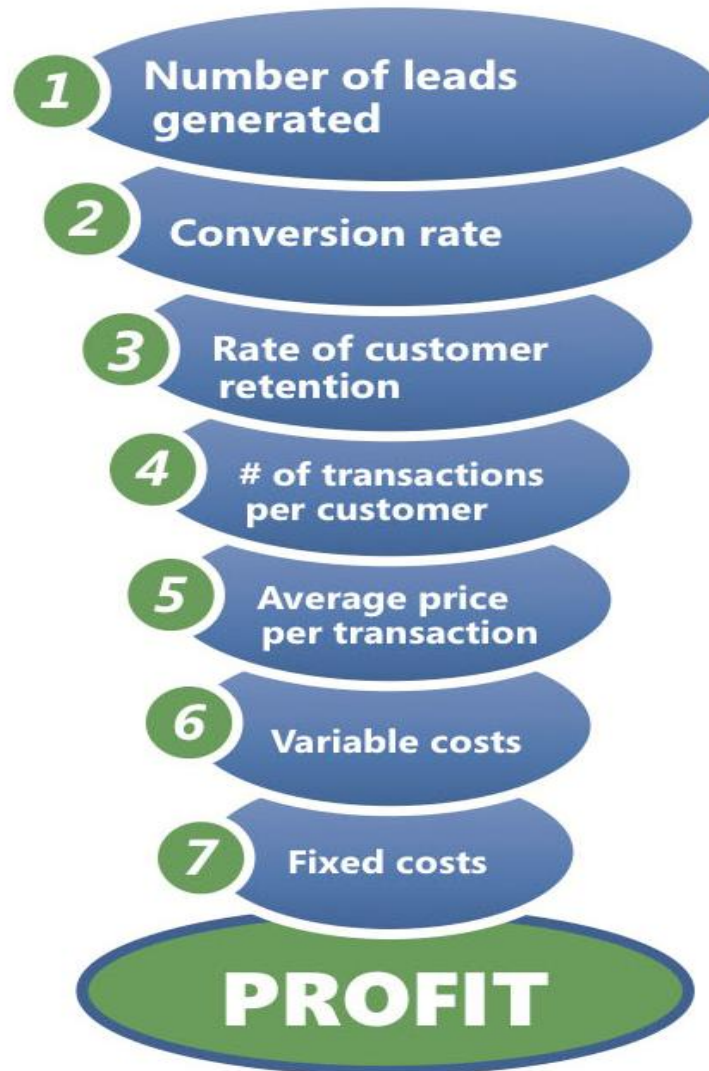
# Before we begin.....

- ▶ How many of you know:
    - You need more leads?
    - You need more sales?
    - Your profit goal?
    - Your cash flow requirements?
    - Your financing needs?
  
  - ▶ How many of you have a specific plan to achieve your targets?
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# How do you survive in a tough economy?

- ▶ Fail frequently:
  - Small failures that you can build on and fix.
  - Expand on those things that work and stop those that don't.
  - Avoid going into crisis management mode.
- ▶ How?:
  - Define Success – Begin with the end in mind, know where your going and set measurable targets.

# The 7 #'s



# Example




# Benefits of the 7#'s

- ▶ Focus on specific items
- ▶ Keep you out of the details (review the headlines)
- ▶ Test scenarios
- ▶ Understand the relationship of the #'s
- ▶ Maximize your resources:
  - Time
  - Energy
  - Money

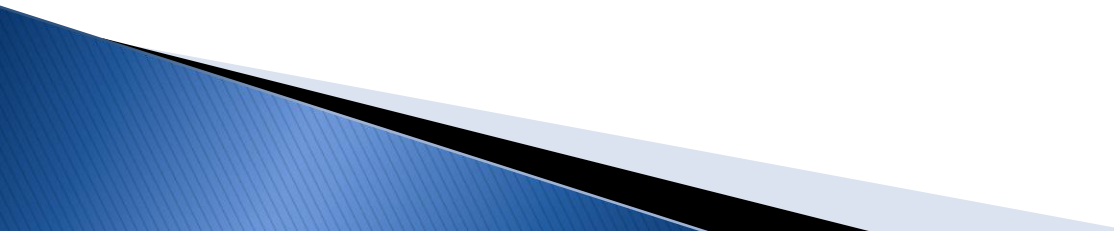
# Beyond the 7#'s

- ▶ Create Improvement Plans for each identified area:
  - Identify the **G**oal(s) – be specific
  - Define the **S**trategy
  - Build your **A**ction Plan – Who, What, When (task list)
  - **E**valuate the results

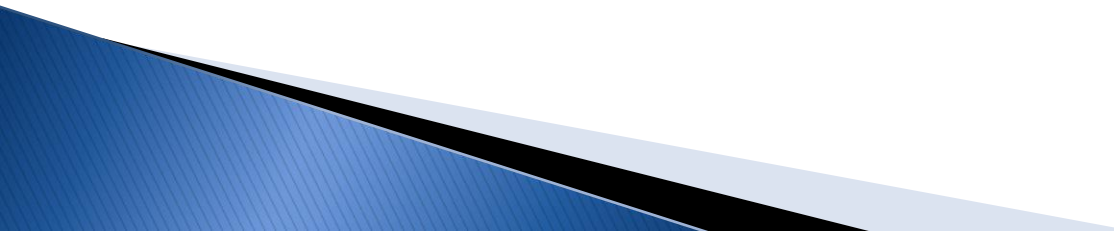
# Strategy Example

- ▶ Goal:
    - Increase lead conversion rate from 15% to 30%
  - ▶ Strategy:
    - Identify pain points & develop marketing theme
  - ▶ Action Plan – Set tasks & benchmarks:
    - Specific on Who, What, When
  - ▶ Evaluate Results
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# Summary

- ▶ Document your 7 #'s
  - ▶ Investigate each # in detail to determine what can be improved.
  - ▶ Start with the low hanging fruit
  - ▶ Create strategies to make improvements
  - ▶ Fail Frequently & Fix Often!
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# Don't want to reinvent the wheel?

- ▶ Business Tune Up
  - ▶ Strategic Planning Session
  - ▶ 7#'s Workshops
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# Questions?

# Thank You



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