

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

Led by:
Kurt Kofford & Austin Buckett



Why are we here?

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

thinking *forward*

A green arrow pointing to the right, containing the text "thinking forward". The word "thinking" is in a bold, blue, sans-serif font, and "forward" is in a white, italicized, sans-serif font. The arrow has a slight 3D effect with a darker green shadow on its top edge.

Before we begin.....

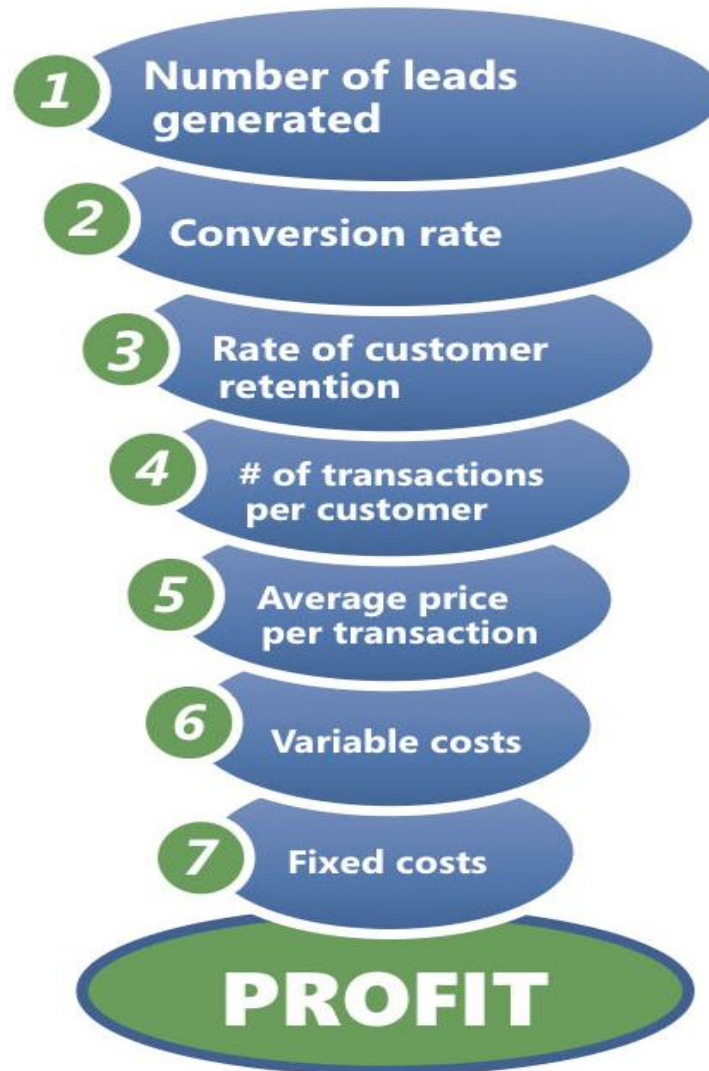
- ▶ How many of you know:
 - You need more leads?
 - You need more sales?
 - Your profit goal?
 - Your cash flow requirements?
 - Your financing needs?

- ▶ How many of you have a specific plan to achieve your targets?

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.

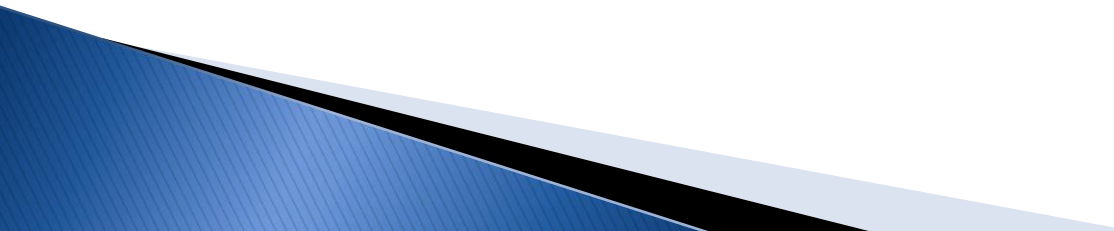
The 7 #'s



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
- 

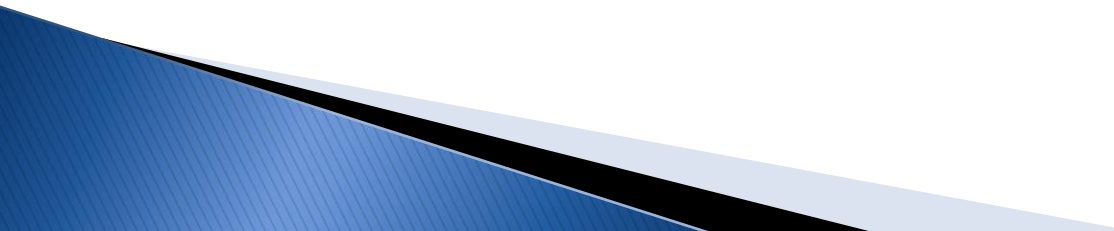
Beyond the 7#'s

- ▶ 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

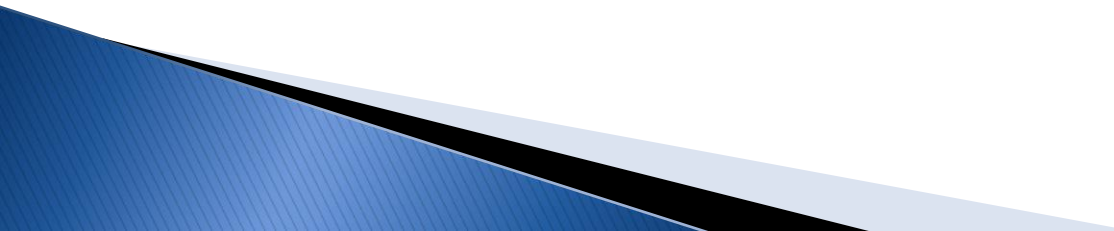
Strategy Example

- ▶ 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



719 579 9090

abuckett@biggskofford.com