



7 Ways to Grow Your Business

Presented by Alison Lemon

Welcome

Hello

Something to Recall for the End of this Presentation

THE BUSINESS IS HERE TO SERVE YOU

NOT

THE OTHER WAY ROUND



Wise words for the session



IF YOU WANT SOMETHING YOU'VE
NEVER HAD, YOU MUST BE
WILLING TO DO SOMETHING
YOU'VE NEVER DONE.

Thomas Jefferson

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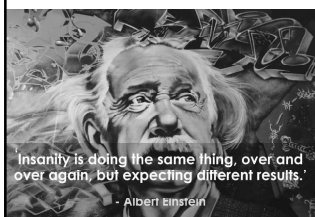
Agenda

- How to avoid going insane in the next year
- Getting from A to B - your roadmap
- Your dashboard
- The seven ways to grow your business
- Worked example
- Next steps & options for support



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Avoiding insanity



You have four choices:

1. Do nothing.
2. Retreat.
3. Take NORMAL amounts of action.
4. Take MASSIVE amounts of action.

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Avoiding insanity

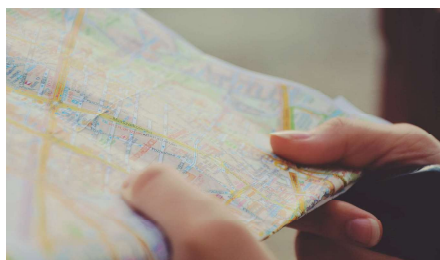


Five A's of Change:

1. Awareness.
2. Acceptance.
3. Action.
4. Accountability.
5. Acknowledgement.

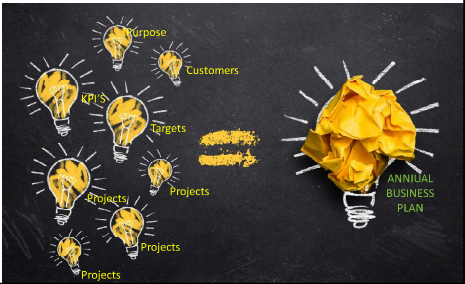
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Getting from A to B - your roadmap



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Getting from A to B - your plan



ALT

Getting from A to B - your budget

Sales \$1,282,000



Your dashboard



Engage the co-drivers

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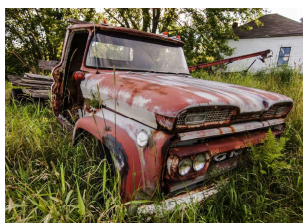


Maximising fuel efficiency / Minimising wear and tear

Top four actions needed:

1. Set an annual plan.
2. Set an annual budget.
3. Set and measure your 4-5 most important KPIs.
4. Have someone INDEPENDENT hold you ACCOUNTABLE to your plan.

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The 7 Ways to Grow Your Business

Number 1: Increase customer retention rate.

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[illegible]

The 7 Ways to Grow Your Business

Number 3: Increase conversion rate.



An illustration on a light blue background showing two orange hands holding a teal funnel. The funnel is filled with gold coins. Money is falling out of the bottom of the funnel in the form of green banknotes and coins.

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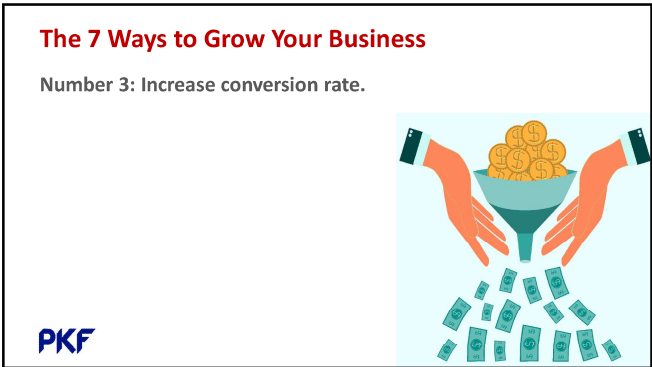
The 7 Ways to Grow Your Business

Number 3: Increase conversion rate.



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The 7 Ways to Grow Your Business

Number 3: Increase conversion rate.





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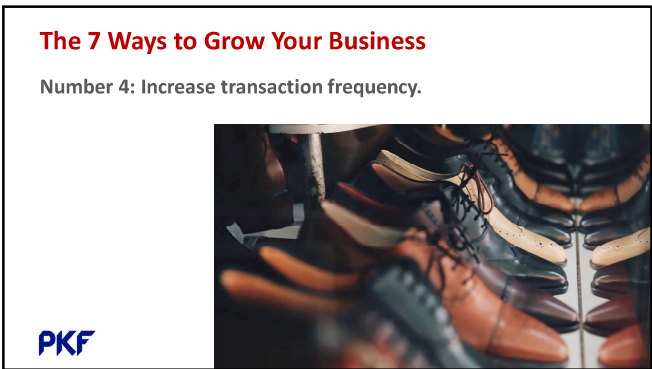


The 7 Ways to Grow Your Business

Number 4: Increase transaction frequency.





The 7 Ways to Grow Your Business

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The 7 Ways to Grow Your Business

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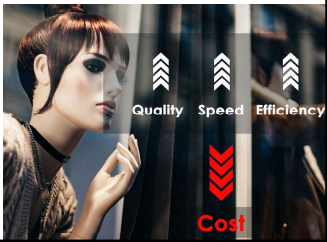
The 7 Ways to Grow Your Business

Number 5: Increase transaction value.



The 7 Ways to Grow Your Business

Number 6: Reduce costs of sales / variable costs.



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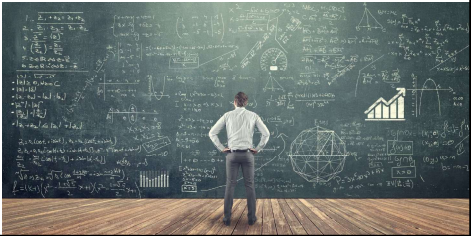
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Number 7: Reduce overheads.



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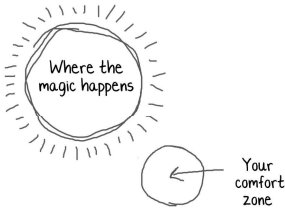
Worked example



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Next steps - how we can help you

- Business Planning session - \$1,750 + GST
- Quarterly Coaching - \$500 + GST per quarter
- Complimentary 1 hour meeting



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Next steps

- Complete evaluation form
- Identify the three most important actions to take
- Will you:
 - Do nothing?
 - Retreat?
 - Take normal amounts of action?
 - Take MASSIVE amounts of action?



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Questions

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Thank you for attending

Join us afterwards and mingle
with fellow attendees

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