



Business
Wisdom

Be the Best and Win More at Business

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Business Wisdom's 2006 Guide

Shepherding Business to Your Door

**Moving from *Chasing Business* to *Gaining Business*
For Firms that Offer Expertise/Knowledge/Know-how**

A Practical and Progressive Guide for:

- Business-owners, partners and general managers
- Sales, marketing and customer-service executives
- Professional service providers

who want to ***become their best*** and ***win more at business***.

Price: \$119 (includes Manual and CD-ROM)

Value: Positively Priceless

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Business Wisdom



Shepherding Business - Introduction

Growing and maintaining your business in today's challenging economy takes more than just effective sales and marketing techniques. Today, it is more about differentiating and messaging your value-added in powerful ways so as to create a compelling reason for buyers to buy.

More specifically, ***business success*** today is about figuring out:

- ◆ **The WHY** - finding your business passion (what you are willing to fight for), and then showing up with a profound presence wherever you go
- ◆ **The WHO** - choosing the right kind of customers/buyers that you can ably and profitably serve
- ◆ **The WHAT** - focusing your offerings on high-value needs, based on your best capabilities, resources and expertise, and then packaging and pricing your products/service creatively so as to maximize customer value and organizational profit
- ◆ **The WHERE** - forming powerful relationships that meet your customers where *they* live, or connect to where they show up
- ◆ **The WHEN** - build and follow rigorous business development plan
- ◆ **The HOW** - the cultivating of profitable and fulfilling relationships, as well as creating memorable experiences for your target audience

This progressive, profound, and practical manual and workbook will help you ***develop the right message, targets, offerings, relationships and plan*** for your business growth. It will focus your time and resources on your ***best business opportunities***.



Shepherding Business - Introduction

Why Invest in this Manual?

On a scale of 1-10, how satisfied are you in your (or your firm's) business-development efforts?

Are you at a:	Which means:	Then consider:
9-10:	Growing and thriving at or beyond your expectations	Will you be able to sustain your growth year after year?
7-8:	Growing, yet below your firm's potential	How will you attain or maximize your growth possibilities?
4-6:	Generally flat performance (not growing or declining)	How will you get your firm onto the growth path?
1-3:	Declining or barely surviving	How will you effectively turn your situation around?

This manual is specifically designed to get you ***being your best, thinking with rigor, and acting with discipline.*** This will put you on the path to *sustained* business growth and prosperity.

If your business is *not accomplishing what it is capable of*, then invest some time in reading, interacting and working with this manual. With certainty, it will offer you some clues, insights and possible actions that can get you to the next level in the above grid. (Even if your performance is at the top of the scale, you still need to maintain your edge, sustaining that performance.)

Because we at Business Wisdom stand behind our ideas, **we offer you an assurance for your purchase of this manual.** If, after reading what is here and performing the exercises, there is not a correlated increase in your business revenues and profit, then return it to us and we will refund your cost.

For those of you who make the financial & time investment in this manual, enjoy the journey... and feel free to write to us at *Feedback@Business-Wisdom.com* about your discoveries and successes.



Shepherding Business - Introduction

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Shepherding Business - Introduction

Manual Background & Dedication

As a young adult, while studying at a number of universities in the pursuit of my chosen career, I spent much of my off time hanging about or working in our family's business. My father was a tough, independent, demanding businessman who worked very hard throughout his life to acquire his business and real estate assets. Because I had learned about strategy in business school, one day I had the gumption to ask him, "Dad, what's the ultimate mission of our family's business?" Without batting an eye he responded, "We are in business to make money." Then he added, "We will get into any reasonable project that will give us an opportunity to increase our company and family's wealth."

That response from my dad left me deeply disappointed. Was that all we were about? Is that what we imply to our customers, vendors and employees and then end up fighting with them over price, cost and pay? Is that all we are living for? Truly, this was not all there was!

It took me some time to figure things out from there. But along my winding path, I learned some important things, personally or in business. These are:

- * ***We are much more fulfilled as entrepreneurs when we are working to be our best in the service of a meaningful and worthwhile business purpose/mission.***
- * ***The universe (or God, if you like) gave us all a purpose in life. Alas, our mission was never explicitly told to us; we have to figure it out on our own.***
- * ***Success in life comes from figuring out what is truly important to you, personally and professionally; then, creating and aligning all you do towards the attainment of that.***

I thank my dad for his teachings, business and otherwise, and dedicate this book to him. I also hope that through my reinterpretation of those family-business experiences, and my own continual learning, I will provide you, my reader, with valuable insights and useful learning towards helping you achieve business success, especially in achieving prosperity and fulfillment.

Feel free to use this manual as a guide that you can come back to time after time to get you re-centered and reconnected to what is important in growing your business. Let it also guide you to execute effectively, and thus leave behind a lasting business legacy.

Harvy Simkovits, CMC



Winning at the Three Games of Business

To put this manual into a larger context, business success comes from winning at three dynamic, interactive games:

Outside Game: – Developing Business

– Forming External Alliances/Partnerships

Inside Game: – Acquiring Resource (\$, HR, IS/IT, Vendor),
& Setting-Up Human Resource Practices

– Installing and Executing the Day-to-Day
Operational Infrastructure

Topside Game: – Leading/Orchestrating all Constituents

– Installing Sound Management Practice

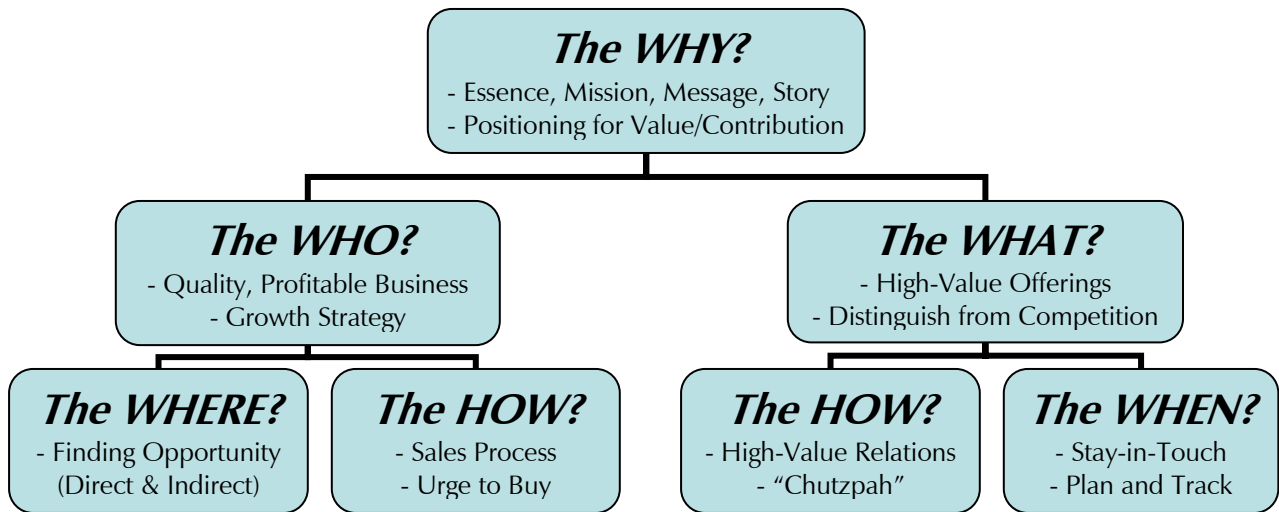
Playing and winning at all these three games will ensure a viable and sustainable business.

This workbook is specifically targeted towards successfully playing and winning at the **Outside Game** of your business; especially towards:

- Being more clear about your business mission and vision
- Having more focus in your business-development strategy and approach
- Sizzling in your marketplace message, to better attract quality customers
- Seeing and seizing better and more lucrative business opportunities
- Showing up in the right places where your prospective customers hang out
- Approaching quality prospects with high value-added offerings
- Having more meaningful conversation for greater possibility & mutual benefit
- Generating improved prospect conversion rates and repeat business, by heightening the desire to buy
- Offering amazing value to your customers, and thereby raise your fees
- Carrying yourself both with greater confidence, and with certainty about your value



The Shepherding Business Approach



I. WHY Should Customers Buy From You?

- A. Find the Essence of Your Business
- B. Construct a Powerful & Compelling Business Mission & Message
- C. Gain an Even Deeper Sense of Your Mission through Your Vision
- D. Be Clear & Certain About Your Value & Contribution
- E. Portray a Profound Presence around Your Powerful Message

II. WHO is Your Customer & WHAT Do You Offer Them?

- A. Target & Cultivate Quality Clients
- B. Create Value-Added Offerings towards High-End Needs
- C. Build Your Business Strategy
- D. Create a Growth Approach for Your Chosen Strategy
- E. Position, Package & Price Your Offerings for High Value
- F. Distinguish Yourself from the Competition

III. WHERE is Your Business Coming From?

- A. Generate Desirable Business Opportunities
- B. Develop Direct and Indirect Approaches to Building Business

IV. HOW Do You Get Your Prospects to Buy?

- A. Build a Winning Sales Process
- B. Build & Maintain Valued Relationships
- C. Generate a Compelling Reason for Buyers to Buy
- D. Use "Chutzpah" as a Marketing Methodology

V. WHEN: Continually Planning Your Work & Working Your Plan

- A. Follow a Disciplined Stay-in-Touch Contact Plan
- B. Forecast & Track Your Business Revenues

Consider which areas above will best meet your Business Development Objectives.



The Shepherding Business Approach

What is Business Development All About?

<i>The WHY</i>	<i>DEFINING Your Business Mission</i>
<i>The WHO & WHAT</i>	<i>DESIGNING Your Business Model & Strategy</i>
<i>The WHERE, WHEN & HOW</i>	<i>DOING Your Business-Development</i>

The **WHY** engages your *heart & soul*, driving your passion and commitment.

The WHY of business development is about finding the core essence, or MISSION, of your business. It is uncovering, well articulating and fully being your business purpose, brand identity and core values that powerfully resonate with you, your business associates, and especially with your customers. WHY addresses the question about who you are and are aspiring to become with respect to your target business audience, be they customers, partners, employees, advisors or investors.

The **WHO, WHAT** and **WHERE** engages your rigorous *thinking*.

The WHO, WHAT and WHERE of business development addresses how the business is modeled, designed or configured in terms of target markets (or customers), product and service offerings, the direct and indirect channels through which you enter into. WHO, WHAT and WHERE work to establish your presence in the marketplace, and distinguish you in relationship to your competitors. Addressing these points give shape and form to your business.

The **HOW** and **WHEN** engages your disciplined *action*.

The HOW and WHEN of business development is all about **execution**. It is developing your relationship-building processes and abilities, and a contact plan, in order to generate and consummate trade exchanges of your business offerings for currency. Performing these actions generates the measurable results of revenue, profit contribution and/or cash-flow.

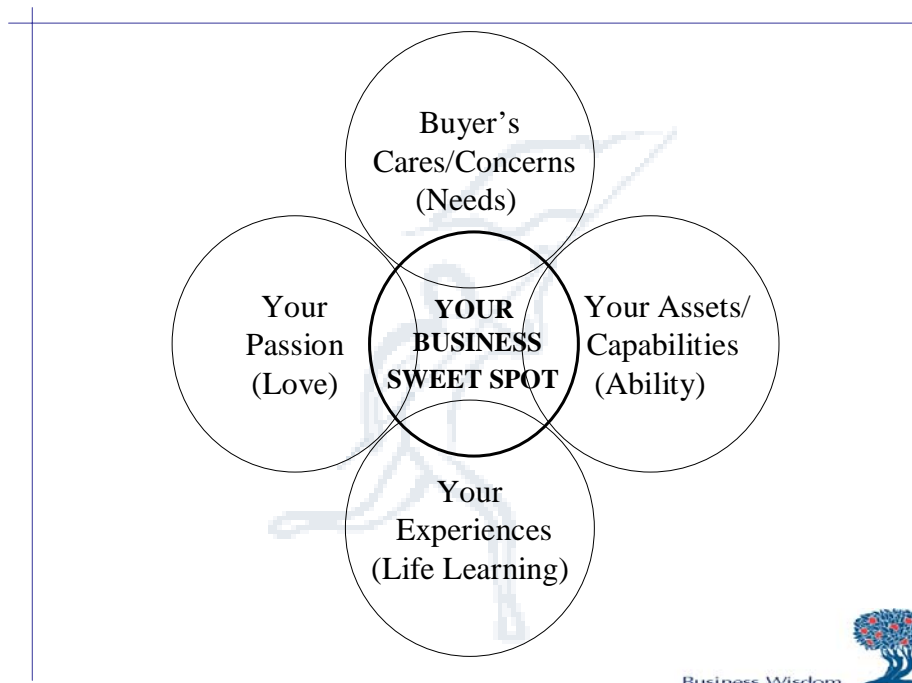
Also see Article #1 in Addendum I for additional thoughts about these business-development approaches.



The Shepherding Business Approach

Finding Your Professional/Business Sweet Spot

Your business will accelerate when you discover, cultivate and leverage the following parts of you in order to find your business ***Sweet Spot***:



1. Your unique ***Experiences*** (your special background, personal history & life learning)
2. Your ***Passion*** (what you love to do, inspires you, or gets you excited)
3. Your personal ***Assets*** (not just your skills or competencies, but also your unique talents or ability - that you either currently have or can develop)
4. Your beliefs about your buyer's most important ***Concerns*** and/or what they most ***Care*** about (or are most passionate about) generate buyer *Needs* to be filled

Then, you employ sound vehicles, and cultivate rigorous discipline, to connect, communicate and present yourself effectively to your target customers.

Section I of this manual (the "WHY" section) will help you to discover your Passion, Assets and Unique Experiences, as well as your beliefs about your buyer's important Cares and Concerns. Then, the rest of this manual will guide you to develop the disciplined thinking, sound vehicles and effective action to grow your business.

