

Fipsila



Business & English Competency Development
Vocational Training

English Language Business Consulting & Coaching Kiosk

Communication
Process Efficiency
Create new clients
Serve existing Clients

Communication:

Demonstrate respect and trust
Provide clear internal expectations (prepare, discuss, hold accountable)
Give feedback (constructive)
How do we celebrate success?

Process Efficiency:

Face to Face, Phone Calls, Appointments

Attract New Business: Social Media, Speaking Engagements, Intros & Referrals, Business, Networking Events and Centers of Influence

Delegation
Established processes
What's your Appointment process? Use of Agendas
SOPs: Collaborate who does what, when and why. Key activities and strategies. Regularity and structure of meetings. Who leads them?
Accelerate you Clients: Green Yellow Red
What are the characteristics of each?
For example: Attitude / Advice / Assets
How often do we contact them?

Proactive Client Contact Strategy

100 Clients

| | | |
|-----------|----------------------------|------------------------------|
| 20 Green | 6/year=120/12=10 per month | /20 working days = .50 a day |
| 60 Yellow | 3/year=180/12=15 per month | /20 working days = .75 a day |
| 20 Red | 1/year=20/12=2 per month | /20 working days = .10 a day |

Total Proactive Client Contacts per day: 2-3

Stay Organized:

Plan: Appointments, Calls
Time block daily activities and have an accountability partner (measure)
Quadrants: Big Rock Activities. Supportive Activities. Allowable Interruptions. Time Waste.
Adapt to change
Act Courageously

Lead:

Forming-Storming-Norming-Performing
Lead person or task??: Direct-Coach-Support-Delegate (what's my knee jerk?)

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Relationships:

Build them how? Collaborate and why?

Think strategically

Drive for results

Levels to Relationship Progression:

1-Personal Connection

2-Understand their situation

3-Add Value (What is our Value proposition)

4-Become Clients / Customers and Loyal Advocates

Business Plan:

Have it why and document it why?

Vision: Inspirational & Aspirational (5-7 years)

Team Market Plan: Who we are and What we do

Goals: Tied to money. (Monthly, Yearly, Annually over the next 5 years)

What are my goals?

Objectives: Build Loyal Advocates thru An Ideal Client Experience

Can be as simple as:

How do we more deeply serve existing clients?

How do we attract new clients

Strategies: (Tasks, Processes, etc)

Who is responsible for what

When do they do it & How do they do it

Business Plan:

Evaluate: Where are we?

Plan: Where are we going? What do we need to get there? What barriers may present themselves? Who needs to be involved?

Execute: How put the plan in action?

Measure:

How are we progressing?

How are we keeping score?

How do we know who is winning?

What abandon, when, why and what keep??

Create a score card for your team:

-End goal is to create Loyal Advocates thru an Ideal Client Experience

What's your Value Proposition: (You, Team, Department, Division, Company)

Think: You. Goals. Process. Partner. Stay on Track.

Feel: Secure. In control. Understood. Confident.

Success Cycle

Confidence is the key

Which comes from Capability (talent)

Which is built upon Courage (effort)

Which is all firmly entrenched in Commitment (A clear vision)