

# **Your Business Profits On Auto Pilot**

**15 Groundbreaking Strategies  
To Break Free  
From Your Business Shackles  
And Multiply Your Profits  
Exponentially...**

**The Revolutionary Secrets Wildly Successful  
Companies Employ To Prepare Businesses For Rapid  
And Exponential Growth In Profits**

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This report contains business management secrets developed over many years from some of the world's leading business leaders and consultants. Combined these secrets have created profits in the billions of dollars and they can make work their magic for you and transform your business life forever.

If you've been driving yourself crazy running a business that's become a monster you have to feed with your time and effort day after day, week after week, month after month this is the most important report you'll ever read.

Following simple strategies proven to work in hundreds of different industries you can free yourself from the shackles of your business and create the kind of lifestyle few people ever achieve.

First let me ask you a few simple questions.

**What Were Your Expectations  
When You Got Started In Your Business?**

**What Did You Hope Your Business  
And Your Life In Business  
Would Look Like?**

**Did You Imagine Your Business  
Would Require The Commitment  
Of Time And Energy  
It Takes To Run It Today?**

**What Would You Like Your Business  
To Look Like?**

**What Expenditure Of Time And Effort  
Would Be Ideal For You?**

Just answering these questions should help you realize your life in business is far from ideal.

But is it possible to have a fantastic lifestyle and own a business or is this just some pipe dream hawked by dodgy looking salesmen on late night television?

Common sense should tell you your business can run without you and make exceptional profits. I can guarantee your original dreams of an ideal business are almost certainly grounded in reality.

Think of all the largest businesses in Australia – all the largest businesses in the world. Many of these businesses have owners who barely set foot through the door.

These successful businesses have learned and constantly applied one single principle that can transform your life and your business profits if you'll just apply it to your business.

This principle I'm about to share with you makes it possible for small and medium sized businesses to grow exponentially and become massive, highly successful corporations.

This key principle can make it possible for you to run your business on your own terms – to work when you want to work - and to take time off when you want to take time off.

You can choose the size you grow your business to without the usual business constraints and have either a huge corporation like McDonald's or just a small or medium sized business with exceptional profits creating an exceptional lifestyle for you.

So what is the secret to creating a business that will grow and multiply without you?

**For A Business To Run On Autopilot  
Requires Well Defined Written  
Policies And Procedures For Every Task**

To build a business rather than a job you must create written or documented procedures for every task so that task can be taken over by an employee or contractor.

To put it simply – if the business can't run without you it's not a business – it's a job.

Worse still, a business that requires you for its day to day survival can be very difficult to sell when you're ready to move on.

To create a profitable, saleable business you need documented procedures for every task defined to the letter so your business can run when you're not around - so your business runs just as well for the person who purchases your business as it did for you.

Think of McDonald's and their procedures manual treated with such great reverence in their organization they've dubbed it “The Bible”.

The procedures manual is so tight a McDonald's store in Cairns is run in much the same way as a McDonald's store in Sydney despite dealing with a variety of different suppliers, locations, climates, rental situations and more.

If you aspire to a procedures manual as tight and as heavily revised and updated as McDonald's you too can achieve exceptional business success – even when you're not around to run the business.

Heres is the basic guideline for a procedures manual for any task:

**A Complete Novice  
Should Be Able To Read The Procedure Manual  
And Successfully Complete That Task In Your Business  
To An Exemplary Level**

The McDonald's policies and procedures manual is fantastically detailed. It tells you exactly how long to cook the burger patties before flipping them, how long to cook the fries, how long you can leave a burger on the shelf before throwing it out.

Now you can't always achieve this level with some tasks requiring a range of very specialized skills therefore also requiring staff who have already acquired these skills but you get the general idea.

The concept of creating well defined policies and procedures can be exceptionally powerful if you continually revise, update and actively improve every task you perform in business.

As I'll show you later in this report actively working on improving your policies and procedures in every area of your business for just one hour a week can explode your business profits exponentially while it frees your time for more active business building or simply so you can enjoy a more relaxed lifestyle.

**Before You Start Thinking  
This Is Not Possible For You – Your Situation Is Unique –  
Ask Yourself “Why Are You So Unique?”**

Tens of thousands of businesses have grown exponentially beyond the size and profits of your business including businesses in your industry.

It can be a huge mistake to think of yourself as indispensable or the tasks you perform as impossible to be performed by other staff or contractors. This limited thinking ensures you'll have a business that is little more than a high paying job.

If you ever want a life beyond your business or if you ever want to sell your business make creating well defined procedures for everything you do in business an ongoing process and begin doing it now.

Begin analyzing everything you do from this day on and begin documenting exactly what you're doing. You can tape record descriptions of what you do or you can write notes or a combination of both.

## **Your Objective Is To Create Easy To Follow Guidelines For Every Task You Perform**

Just going through this process will help you realize how much “work” you're doing that is non-essential. You can immediately farm out this “busy work” to employees or contractors or just stop doing it altogether.

Also think outside the box in the way you create policies and procedural guidelines.

You can make audio tapes or CDs or MP3s describing the tasks you perform by using a simple hand held tape recorder or an audio recorder on your computer. You can have the audio transcribed later or go through and create a written manual later yourself.

If some of your tasks are easier to describe with a visual element you can make videos of them.

And of course you can put procedures in writing.

The main strategy is to make these procedures outrageously simple to perform from your step by step instructions.

Once you've started documenting your own policies and procedures you'll find the next essential step to creating a business that runs on auto pilot much simpler.

### **Insist Your Staff Create Simple Easy To Follow Procedural Guidelines For Every One Of Their Day To Day Tasks**

Many staff and contractor problems arise simply because people don't know what's expected of them. By creating solid, well defined, well researched and revised procedures for every task your staff performs in your business you also create well defined expectations.

Creating written, documented procedures in every part of your business makes rapid growth possible. You simply train new staff and contractors using your existing policies and procedures manuals as your business grows.

Creating well defined policies and procedures also creates a fantastic opportunity in your business to improve procedures in every key profit producing area.

Here's a strategy that can multiply the effectiveness of all your policies and procedures...

**Each Week Get Together With Your Staff  
For One Hour  
And Actively Analyze And Improve  
Upon The Policies And Procedures You Use  
In One Small Key Area**

If you have several staff performing the same function you can analyze the best points of what each staff member does. Work out why one staff member gets better results in one area and then train the other staff with that insight creating new, better defined procedures.

Have every member of staff and management look at the procedures in this small key area and give their input.

**Ask your clients  
For Ideas On How They Would Like You To  
Perform This Task Better For Them**

This brainstorming input method is very, very powerful. You will be amazed at how the effectiveness in the way you do business rapidly improves.

You'll have your staff excited about learning and improving on everything they do and keeping a record – improving the current policies and procedures manuals and guidelines.

You'll create an atmosphere where clients will become more open about how you can serve them better – possibly the most powerful concept of all.

**Action Steps To Transforming Your Business With Better Policies And Procedures:**

**# 1 Begin analyzing all the tasks you perform on a day to day basis and create policies and procedures for performing all of these tasks.** Immediately farm out less important and non essential tasks to staff and contractors or stop doing them altogether.

**# 2 Have your staff create written or documented policies and procedures for every task they perform in your business.**

**# 3 Every week invest an hour with a group of staff in improving the policies and procedures for one small key task in your business.**

This can be any task but in the next section we'll cover some key, crucial areas where you can create large profit increases with improvements in procedures.

But before we go into these groundbreaking profit multiplying strategies I'd like to share a simple, proven time management strategy for you and your staff that can help multiply your productivity.

## **Time Management Tips To Multiply Your Productivity By Focusing On Key High Priority Profit Producing Tasks:**

Unless you're very disciplined you spend around 80% of your time on urgent non-productive tasks. Only 20% or less of your time is invested in key profit producing activity.

If you could invest 80% of your time on key profit producing tasks you could multiply your business profits creating four times your current productivity in theory.

But even if you could just double the time you invest in well planned profit producing areas you could double your business productivity. Here are some simple, proven methods you can apply immediately.

### **# 1 The First Key To Good Time Management Is To Make A Daily “To Do” List.**

This list should be short with around half a dozen key tasks designed to help maintain, build and grow your business profits.

The biggest mistake is to make the list too long. With a longer list you tend to perform the easy tasks first to get them off the list.

Making a list with just six tasks gives you focus and forces you to immediately work on high value tasks which may be more difficult.

Try using an index card for your “to do” list. An index card only has nine lines so you have to keep the list short and choose to work only on high priority tasks genuinely useful to your business.

At the top of that list put a task designed to grow your business profits and complete that task first. Don't start with something easy – start with something that will multiply your profits and get it done.

What do you do with all those minor tasks that may be urgent but not particularly important?

Write them on the back of the index card and if possible farm them off to employees and contractors but deal with them after you've dealt with the first six high priority tasks.

Being more aware of these repeating “urgent” tasks that do not increase profits and creating procedures for them makes them easier to delegate or contract out.

## **# 2 Plan The Time You'll Invest In Each Task**

Sometimes you'll have a high priority profit producing task requiring consistent effort over several weeks or months. Simply plan on investing a half hour, an hour or an hour and a half on this vital task on your to do list.

Planning the tasks on your “to do” list in chunks of 30, 60 or 90 minutes is a realistic and effective way of getting things done.

Planning the time you'll invest in each task helps keep you motivated and working hard.

Plan for interruptions too. If your staff and contractors are enthusiastic they'll constantly interrupt you wanting to share ideas or ask for your advice.

Explain to them they can share ideas in your weekly one hour meeting or if it's important they can book a time to speak with you during a half hour time period during the day you set aside for the task.

This could also be during the call in time I'll explain below.

Staff who constantly interrupt you for advice will often learn to be more self reliant if they know they have to wait for an answer. Also constant interruptions like these suggest you need more detailed and easy to use policy and procedure manuals.

## **# 3 Handle Everything Once**

You can waste a tremendous amount of time by reading mail, email and other correspondence then telling yourself you'll deal with it later.

Don't read it till you're ready to deal with it.

If you have bills don't open them till you're ready to pay them. Set aside a time to read and handle emails and mail.

If you can set a time when you'll receive and deal with the business from phone calls and avoid answering the phone outside of this set time.

Let your clients, staff, contractors etc. know this is the time you always answer the phone. This set time can also be combined with answering mail and email.

Also make files for every important document as you deal with it so your workspace remains uncluttered and you can find important documents easily.

Finally ask yourself the question “Do I really need to keep this. What's the worst that will happen if I throw it out?”

Don't hold on to documents you don't need.

#### **# 4 Make To Do Lists A Procedure For Everyone In Your Business**

Imagine your productivity when everyone in your business is planning a list of high priority profit producing tasks every day.

You can also review their lists at the start of the day and give guidance to which tasks might be the best choices or even suggest tasks more likely to increase your business profits.

#### **Keeping Up The Discipline Of Following To Do Lists**

Now if start using to do lists yourself and in your business you'll notice a huge surge in productivity in the first week or two then everyone - including you – will start reverting back to your old way of doing things.

This is why it's vital to invest an hour every week where you and your staff brainstorm methods to improve key profit areas in your business.

You invest this time in working on developing any potentially profitable ideas and on improving policies and procedures.

Part of this time should be invested in making and following through on to do lists to implement these policy and procedure changes.

Now for the key areas to multiplying your profits.

## **Key Areas To Multiplying Profits With Policy And Procedure Improvements:**

### **Increasing Clients**

#### **# 1 Converting Prospects To Clients - Sales Procedures**

If you have a sales force analyze the best performing salespeople and what they do. You'll find some are good at prospecting cold or greeting a client - some are good at closing sales.

You'll find some of your sales force have found key words, phrases or approaches that make a profound difference in different areas of the sales process.

Some have developed more powerful philosophies or attitudes towards the sale process that yield far greater results or help them move on from one prospect to the next without suffering excessive call reluctance.

Experiment with combining the best techniques of every salesperson in each area and create procedures for a combination of these “best sales techniques” that work the most effectively at turning your prospects into paying clients.

Also look at other companies in your industry and industries outside of your own for ideas to improve your sales procedures.

Often a successful or unique sales or marketing idea transferred from one industry to another can have profound impact simply because it is so unique in your industry.

#### **# 2 Increasing Word Of Mouth – Referral Procedures**

If you're like most businesses around half of your turnover comes from business created by word of mouth. If word of mouth is so effective why not make it easy for your happy clients to send you highly qualified prospects by implementing formalized referral systems in your business?

Make asking your existing clients for referrals a part of your procedures for anyone involved in sales or customer service. Referrals are an inexpensive method of capturing new, highly qualified clients.

You can offer gifts in return for referrals or gifts to new prospects so your clients will be more likely to give you referrals. In fact there are a multitude of effective referral systems you can employ at little or no cost.

You can use direct mail, email, gift certificates your clients can pass on to prospects, even a simple business card with a great offer on the back. All of these aids make it far easier

to capture low cost, high quality referrals.

When you review the procedures for each task in your business use your imagination and the imagination of your staff and clients to create new ways of asking for referrals and giving incentives for your clients, prospects and suppliers to provide you with referrals.

### **# 3 Identify Centres Of Influence – Marketing Procedures**

Why try to advertise or market to one client at a time when you can find “centres of influence” who can send you a steady stream or even a great flood of clients?

It can be very economical to identify 100 key centres of influence who can send you highly qualified clients and educate these key centres of influence about the benefits of your unique product or service.

You can supply these key centers of influence with gift trials of your product or service or simply engage in ongoing education with them – contacting them every month or so based on whatever technique produces the best results in getting them to endorse your product or service to their valuable contacts.

Once you have their trust you should make it very easy and advantageous for them to send you referrals – usually by providing a very favourable deal to anyone they refer to you.

This is an outrageously low cost strategy of creating a steady stream of new clients.

Brainstorm regularly and update and innovate new cost effective procedures for marketing to this top 100 list of potential centers of influence.

Some of your top 100 list may be businesses you engage in joint ventures as we'll cover in the next tactic.

### **# 4 Joint Ventures To Create A Flood Of Clients – Joint Venture Procedures**

Do you seek out joint ventures with other non-competing businesses who already sell products or services related to yours?

Why spend a fortune on advertising to find clients when many businesses will happily promote and endorse your product or service to an existing client base they've already built a trusting relationship with over many years?

Create procedures for seeking out and endearing yourself to these non-competing businesses with a client base ideal for your product and services.

Create policies around the kinds of businesses you're willing to do business with and the

kind of commissions or reciprocal agreements you're willing to offer and accept.

You can give a percentage of sales or just offer your list of clients in a reciprocal arrangement or a whole variety of other approaches. Over time you'll develop a knowledge of what kind of arrangement suits your business model best.

You can also create procedures for the methods you use in a joint venture to approach and sell to these potential clients.

Will you send a sales letters or a series of letters endorsed by the business you are joint venturing with? How about a combination of sales letters and phone calls? Or sales letters and postcards?

Or do you supply a gift certificate at your joint venture partners point of sale? Or email them with an irresistible offer?

Or a combination of all of these or some other imaginative, innovative ideas.

You can create procedures based around what works and analyze, innovate and improve these procedures regularly to multiply your results.

## **# 5 More Effective Advertising – Advertising Procedures**

Traditional advertising techniques are rarely profitable and often with a variety of lower cost or no cost techniques of promotion you can phase out more expensive promotional methods like paid advertising.

If paid advertising makes you a profit logic would tell you you should continue with it. But that is the most important key. Is your advertising making a profit?

Create procedures that allow you to test the effectiveness of any advertising you do.

You should know how much you're spending on advertising and what return you're getting in terms of new prospects and the kind of business those new clients are bringing you in the short and long term.

Most advertising can be improved simply by focusing on advertising the unique benefits of your product or service to your prospects and making an irresistible targeted offer to your prospects.

Headlines are read four times more often than advertising content so having an appealing headline to attract your targeted prospects is a huge key to successful advertising.

Writing successful ads is a complex skill and if you plan on doing it yourself you should invest in educating yourself or your staff.

Very few advertising agencies or media representatives have the skill to write a truly effective ad so getting some education in this area will help you identify the very rare, truly skilled copywriters.

Create procedures to write effective ads and to test how effective they are at bringing you prospects and paying clients. Test whether they are genuinely profitable.

## **# 6 Free Publicity – PR Procedures**

Most businesses can gain thousands or even hundreds of thousands of dollars worth of free exposure in the press simply by learning the secrets of gaining free publicity.

Radio, newspapers and television will happily air a story as long as you understand that you have to give the media a story useful to their readers, listeners or viewers.

The media is not interested in your business or your products but they are interested in useful information supplied in a catchy, attention grabbing way. And if you supply that information they will provide exposure for your business and your unique products and services.

To get regular exposure in the media you need to learn how to write an effective press release that catches attention and compels a journalist or radio disk jockey to call you for more information.

Your press release should probably include a list of suggested questions to make the interviewing process simpler for you and the journalist or disc jockey.

And you must be able to talk in sound bytes – small snatches of useful information supplied in a catchy way that entertains or resonates with regular people.

Your responses to your suggested questions should be prepared in advance and rehearsed so you sizzle when you're being interviewed.

Treat it like a performance. With practice you'll be able to do an excellent interview off the cuff but this skill is developed over time.

Last but not least when you plan a press release plan another story idea you can pitch when you're interviewed. Try to make the second story even more appealing than the first.

It's much easier to get a second story or even regular coverage in the media if you do a great job and keep pitching the next great story idea every time you're interviewed.

Businesses that do not have appealing information to supply to a general audience can often get great exposure in the media by tying in with a charity – helping to raise funds for a worthy cause.

If your business is within a particularly narrow niche you can generate excellent, highly targeted exposure to your target market by writing useful information based articles for journals and newsletters in your niche.

“How to” articles are the most popular and they help demonstrate your expertise in your field.

Create procedures to get your business regular, free exposure in the media. Create procedures for writing press releases, preparing and rehearsing answers to suggested questions and creating further stories you can pitch when you're being interviewed.

Also create procedures for showing appreciation to reporters, disc jockeys and producers for giving your business and your cause exposure. See below for tips on creating procedures for appreciation and thank yous.

Create procedures for seeking out newsletters, journals and publications especially targeted to you niche market.

Create procedures for capturing frequently asked questions from your prospects and clients and other information you repeat often when dealing with clients. You can convert these questions and frequently repeated information into “how to” articles.

Develop step by step procedures for regularly writing well focused information based “How to” articles for these publications to draw your targeted prospects to you.

## **Increasing Sales From Existing Clients**

### **# 1 Capture Client Contact Details – Client Database Procedures**

If you aren't already capturing the contact details of every client make this a procedure in your business at the point of sale or in the first contact or any and every other opportune time.

Why?

The most valuable asset you have in your business is the trust you've built with your existing clients and the list of those clients and their details. You can cash in on this trust in a host of ways as long as you have these contact details.

In your one hour a week you can brainstorm non-threatening procedures to capture your client contact details like competitions for prizes requiring your clients to fill in an entry form or offering high perceived value reports or gifts delivered by mail or email.

If you offer a warranty or guarantee for your goods or services this is a perfect excuse for

asking your client for contact details.

Make any effective methods part of your procedures. Also create procedures for gathering information to keep this list up to date and build on the quality of useful information you maintain on your valuable clients.

Also make the careful storage and protection of this sensitive information about your clients a strict part of your business policy.

## **# 2 Increasing Profits By Increasing Size Of Sales - Up Selling Procedures**

Experiment with up selling at the point of sale. Can you add on complimentary products and services? What do your clients want and need in addition to every product or service they currently purchase?

Can you package products or services that have a lower profit margin with related products or services that have a higher profit margin? Can you use this method to create a unique deal with a higher perceived value and much greater net profit for your business?

Create procedures based on the best products or services to sell particular prospects, the best scripts for creating and closing a sale – the best and most enticing packages to increase the size and profit of a sale.

What words or phrases work better to make an up sell? What are the most effective words and phrases to improve customer satisfaction and reduce post purchase remorse?

Again look at asking for referrals as part of this process or offer inducements for your clients to give you referrals of qualified clients. Experiment with and create procedures for all these tasks.

## **# 3 Increase Profits By Increasing Prices – Procedures For Increasing Perceived Value**

Obviously if you can increase the price you charge you can increase your profits – often dramatically.

The greatest key to charging more for your product or service is to cement in your client's mind the uniqueness of the product or service you provide.

If your product or service is genuinely unique you never have to compete on price – a very appealing proposition. Often you can make a common product or service unique by packaging it with other products or providing exceptional service or guarantees.

Creating these high perceived value soft innovations can pay huge dividends.

The second key to getting a higher price is charging based on the value of your unique product or service to your client – rather than the actual cost of producing it.

Be aware of the language of perceived value.

Small changes in the words you use when you speak to a prospect or client and focusing on constantly reinforcing and re-educating your clients and prospects on the value they're receiving by doing business with you make it very easy to charge a premium.

Providing the exemplary service recommended in this report will set you apart and allow you to charge more and still have your product or service perceived as exceptional value.

Determine the best phrases, key words and pitches in your business that increase the perceived value of your product or service and make these part of your procedures.

#### **# 4 The 80/20 Rule – 80/20 Procedures**

Remember the 80/20 rule where 80% of your profits come from the best 20% of your clients and 80% of your problems come from the worst 20% of your clients?

Often you can provide a higher quality premium service to your key clients by selling off or even dumping your worst, loss producing 20% of clients and investing the time you save in your best, highest profit producing 20% of clients.

Consider creating procedures for identifying and respectfully selling off or giving away your worst 20% of clients to leave you more time to invest in increasing the value you supply to your best 20% of clients.

If 20% of your clients really do create 80% of your profits you could, in theory, consider selling off or giving away 80% of your clients and investing twice the time in your key 20% of highly profitable clients.

This could reduce your business commitment to less than half but maintain profits at around 80% or higher.

Every business is different of course but creating a policy where you only deal with highly qualified clients who would fall into the 20% of best clients category has been highly successful for many businesses.

If you adopt this approach you should also create procedures to identify these ideal prospects and eliminate or refer on less than ideal prospects.

Also since you'll be supplying twice the service level of your industry standard you

should make it policy that all your satisfied clients are required to give you high quality referrals as a part of doing business with you.

Capturing these referrals in an innovate way can become part of your procedures.

Brainstorming procedures to improve service to your clients should also become a high priority and should ideally involve those clients in giving ideas and feedback.

## **# 5 Increasing Profits By Decreasing Costs – Cost Reducing Procedures**

Cutting costs is a very obvious way of increasing profits. If you're acquiring goods and services at a lower price this also makes you far more competitive in the marketplace.

One underutilized method of reducing costs is to barter. You can barter directly with your suppliers providing your products and services in exchange for theirs.

Or you can barter with a supplier of products your supplier is interested in creating a barter triangle. You barter with a supplier for a product or service you supply then exchange the gains from that barter to one of your suppliers.

One of the greatest keys to bartering and even creating more opportunities for reduced cost products and services is becoming one of your supplier's favoured clients.

As you know suppliers will often provide fantastic prices for sell outs, old stock, slightly damaged stock and a whole range of other exceptional deals. But the true bargain deals are usually offered to favoured clients first.

The greatest key to attaining this status is to build congenial, healthy open relationships with your suppliers.

Create procedures for improving the relationships with your suppliers using thank yous, appreciation, always paying on time or being up front and honest when there's a problem and treating your suppliers with dignity and respect when they have a problem.

As you gain experience in bartering create policies for the parameters of barter agreements to suit your business.

Also develop procedures for finding and performing bartering deals to reduce your costs and increasing potential fringe benefits to yourself, your clients and your business.

## **# 6 Reduce Staff Costs/Increase Incentives – Hiring And Contracting Procedures**

As you know staff costs can become a huge overhead. It makes good business sense to pay staff or contractors as much as possible based on performance that produces you

profits while reducing any fixed staff costs to a bare minimum.

With labour laws it can be impossible to change your deals with existing staff but as you hire new staff try to create payment deals which are very attractive once the contractor or staff member involved has produced exceptional profits for your business.

Modest minimum retainers or no retainer at all combined with very generous percentage deals based on outstanding performance can create a very low risk, low overhead workforce for your business.

This arrangement also creates tremendous incentive for contractors and staff to innovate and improve on their own procedures and performance to increase profits.

Create hiring and payment procedures based as far as possible on payment for performance. Create a policy to pay very generously for exceptional performance that will bring your business exceptional profits.

Another vital key to increasing profits and creating a business that runs without you is to hire the ideal employees and contractors – personnel who perform tasks to an exemplary level, work with initiative and without supervision.

The most reliable way of acquiring the best employees and contractors is to hire people with an exceptional track record you've witnessed – preferably people you already have a relationship with and you know you can work with.

These potential staff and contractors may already be working in other businesses but you'll be surprised how easy it is to hire them if you just treat them with dignity and respect and explain to them how much you value their skills and experience and how you'd love to work with them at some time in the future.

The relationship you, your business and the people in your business have with excellent employee and contractor prospects is probably the greatest key to capturing these exceptional personnel.

Create procedures to nurture relationships with potential high quality personnel including turning them into favoured clients of your business, thank you notes and letters and if appropriate phone calls to share industry information or just to build stronger relationships.

## **# 7 Cross Selling For Windfall Profits – Cross Selling Procedures**

Don't gloss over this tactic. Using the cross selling or joint venture technique I'm about to describe can potentially create a cash windfall in your business of many thousands of

dollars often in months, weeks - even days.

And you can repeat this process over and over creating exceptional business profits at minimal outlay.

Can you cross sell? Does another non-competing business have products or services complimentary to yours you can recommend to your clients in return for a commission or reciprocal referrals and endorsements?

You can create procedures for recommending a complimentary product or service from another business at the point of sale, you can use direct mail sales letters with your endorsements or phone calls, emails – any variety of techniques.

Cross selling can be very lucrative as long as you only recommend the highest quality, most exemplary products and services from companies with exemplary service.

It is crucial you maintain the trust you've nurtured in your list of happy, valued clients so the products or services you endorse must be excellent value for money and delivered with impeccable service.

Again your qualifications of what kind of businesses, products and services you're willing to offer your highly valued clients should become part of your policies and procedures.

Develop procedures for setting up and executing these cross selling joint ventures in your business and review the procedures regularly to improve their effectiveness.

## **# 8 Thank You Create Loyalty And Multiply Profits – Thank You Procedures**

Create procedures for showing appreciation to your staff, clients, suppliers and everyone you do business with.

Think of how many important clients you have created or how many average clients you've turned into excellent clients simply by showing some appreciation for them at some crucial time.

Simply say thank you for a special task performed or a special service or just thank your clients for doing business with you.

Since so few people show genuine appreciation for anything in our society you can create exceptional positioning in your industry by having formalized procedures for showing appreciation.

Use thank you letters, cards, phone calls and any other effective, innovative technique you can dream up.

Creating an attitude of gratitude with your staff, clients and suppliers can increase sales,

referrals, staff morale, reduce staff turnover and create exceptionally beneficial opportunities with your suppliers.

Don't leave your gratitude to chance. Make thank yous and appreciation an integral part of your policies and procedures.

A simple procedure you can implement immediately is to make a list of 100 key people in your business and personal life and write a genuine thank you letter to at least one of these people every day.

## **# 9 Contact And Educate Your Clients More Often – Ongoing Contact Procedures**

Do your existing clients know how they can benefit to the greatest degree from every one of your products and services?

Are you following up your clients with valuable information about how they can make the most of the products or services they're already using and the benefits to them if they take advantage of other products and services you have available?

Can you offer a discount or favourable terms or bonuses for your clients if they'll purchase a year's worth of your products or services in advance? Or a two year arrangement, or bulk advance sales of some kind?

Can you educate your clients about the unique benefits of products or services supplied by non-competing businesses (the cross selling technique described earlier)?

Create procedures to follow up with your existing clients using mail, email, phone, information seminars, copies of publicity printed about your business and articles written by you, audio CDs, audio CDs or radio interviews, DVDs, videos of television interviews and more to provide the maximum benefits to your clients and to maximize your sales.

And while you're contacting your clients it may also be worth considering creating formalized procedures for contacting and educating your staff and suppliers – in fact anyone you do business with.

Remember anyone who understands the unique value your product and service can and will purchase from you and/or send qualified referrals to you.

It's almost impossible to educate too much about the benefits of the unique product or service you have to offer as long as you offer that education in the form of highly useful information.

Make this education a part of your policies and procedures and regularly update and innovate procedures to provide this constant stream of education.

## **Take Immediate Action Now**

This report is filled with so much outstanding information you can use to transform your business it's easy to become overwhelmed.

I suggest you take one simple action immediately.

Find one tactic that resonates with you and invest at least one hour in the next 48 hours brainstorming some policies and procedures to put that tactic into action.

Then invest at least one hour each week with yourself and at least one other staff member, business partner or innovative thinker every week brainstorming on how you can utilize and improve on at least one of these tactics in your business.

Your goal is to improve the policies and procedures - multiplying the sales and profits in your business and gradually setting up a business that will grow, expand and create remarkable profits on auto pilot.

In the long term you will create a culture where your staff and contractors regularly brainstorm and innovate to improve the procedures of the key profit areas in your business.

Can you imagine the multitude of ways your business profits and revenue will improve with every staff member and contractor actively engaged in brainstorming and refining all your policies procedures in key profit producing area?

Can you imagine the improvement in staff morale and your own morale as you discover and implement idea after idea to improve the way you make profits and serve your clients?

In time you should be able to walk away from your business or sell it and know the systems are in place for the business to continue growing in turnover and profits.

A business designed to create profits on auto pilot.