

KISS THEORY GOODBYE

Five Proven Ways to Get Extraordinary Results in Any Company

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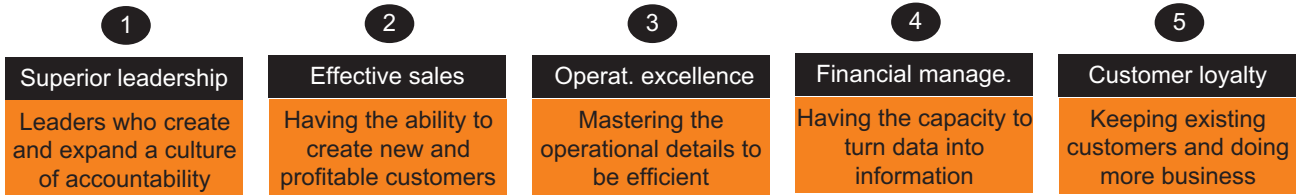
The Web site for this book is at www.bobprosen.com.

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MAIN IDEA

There is never a shortage of theories on what should work in business. That's all well and fine, but business leaders need to forget the platitudes and get to the real point of why a business exists – to produce results. To narrow the gap between your business plan and your organization's ultimate achievements, there are five building blocks which must be consistently acted upon:

..... **Five building blocks of superior business performance**



Building block #1 – Superior leadership Page 2

You must create and then continually build an internal culture of accountability. In essence, this means rewarding results rather than activities. To achieve this, you have to be willing to hire people who are smarter than you in their areas of specialization and allow them to do what they consider best.

Building block #2 – Effective sales Page 3

Every business needs to be consistently generating new profitable customers and retaining them. Build your sales channels rather than attempting to live off your existing customer base. Increase your sales to your existing customers. Focus on developing a vibrant and powerful pipeline of new customers.

Building block #3 – Operational excellence Page 4

Master the small details involved in delivering a superior product. Look in close detail at every part of your business and find ways to improve operating efficiencies. Do everything possible to increase your margins by reducing waste and finding practical ways to increase customer satisfaction.

Building Block #4 – Financial management Page 5

Every business generates data. Your challenge is to find ways to turn that data into information which will allow you to make better decisions faster than your competitors. The more accurate and timely your information is, the greater your ability will become to manage your finances to best effect.

Building Block #5 – Customer loyalty Page 6

If you have loyal customers who will buy from you again and again, uncertainty is reduced and the accuracy of your financial forecasts will be increased. In addition to being cost effective, loyal customers are also good for testing new products and services. Find practical ways to enhance customer loyalty.

A corporate toolkit Pages 7 - 8

Once you have a basic understanding of the five building blocks of superior business performance, you can then put them to work to close the gap between what your corporation plans and what it actually achieves. To execute for results, these key steps are usually involved:



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