

Elevate Your Business In 2023 Strategies For Growth & Stability

By Devin Sizemore





Nevada SBDC business advising services are no-cost and confidential.

Please visit our website at
www.nevadasbdc.org or call us at
800-240-7094 to make an appointment.

Our services are no-cost and confidential!

Funded in part through a cooperative agreement with the U.S Small Business Administration.





Who Am I?

- ▶ Diverse Business Knowledge
 - ▶ Owned Online Marketing Company
 - ▶ Owned Coworking Space
 - ▶ Owned Manufacturing Company
 - ▶ Worked As Area Manager For National HR Company
 - ▶ Owned - Enchanted Cat Café
 - ▶ Owns - YOUR Referral Partner
- ▶ Worked With Over 400 Businesses on sales & growth strategies
- ▶ Taught Social Media Marketing at Sierra Nevada University
- ▶ Host Two Podcasts
 - ▶ Expert Interviews w/ Devin Sizemore
 - ▶ Place People First Podcast





What We Do


- ▶ Help professionals build high value networks that generate more connections
- ▶ Connect Your Way To Success Mastermind
 - ▶ 12 weeks
 - ▶ 10 high-level professionals
 - ▶ Implement the entire CYWTS System
 - ▶ Ongoing networking & education
- ▶ Done-With-You Program
 - ▶ Guidance, accountability, systems, processes, strategy, clear path forward
- ▶ Done-For-You Program
 - ▶ Connection strategy & actively make connections

5 Pillars of Business

- ▶ People
 - ▶ Team, capacity, leadership, culture, ownership
- ▶ Process
 - ▶ Document Storage, Contact Management, Fulfillment, Sales, Onboarding
- ▶ Products
 - ▶ Upsells, most profitable service, broken products, new products
- ▶ Pipeline
 - ▶ Marketing, sales, lead generation
- ▶ Profits
 - ▶ Income, expenses, future capital, credit, debts

An hourglass with white sand is positioned on the left side of the slide. The top bulb is partially filled with sand, and a stream of sand is falling into the bottom bulb. In the background, a calendar is visible, showing dates from 19 to 30. The overall background of the slide is a dark blue gradient with green geometric shapes on the right side.

90 Day Check In

- ▶ 1 - No Problems
 - ▶ 2 - Some Challenges, But Nothing Major
 - ▶ 3 - Major Challenges
 - ▶ 4 - Broken
- 
- A large, thick green arrow curves from the right side of the list towards the left, pointing towards the first item, '1 - No Problems'.

Higher the overall number the more attention needed.



Ask “why”

- ▶ People
 - ▶ 1 -> just hired, great culture, lots of capacity.
- ▶ Process
 - ▶ 4 -> need to dial in processes on the sales to fulfillment handoff. Getting negative client feedback.
- ▶ Products
 - ▶ 3 -> one product is not as ideal, need to adjust the product or remove it.
- ▶ Pipeline
 - ▶ 2 -> decent pipeline, could be better.
- ▶ Profits
 - ▶ 2 -> could be better, but overall happy with Y2Y growth.

Engage Your Team

- ▶ Have your team do the exercise and share their rating & “why”. Don’t share yours until the team has shared.
- ▶ Ask questions and listen!

Current State vs. Future State

- ▶ Where are you today?
 - ▶ Do the 5-pillar exercise.
- ▶ Where do you want to be in XXX time?
 - ▶ What is your plan to get there?
- ▶ Now where does it get foggy?
 - ▶ 3x, 5x, 10x
 - ▶ What breaks?

KPIs - Key Performance Indicators

- ▶ Remove the emotion from the process
 - ▶ Ex. “I think...”
 - ▶ Ex. “They did...”
- ▶ What metric can you put on the 5 pillars?
 - ▶ Ex. XX clients per account manager
 - ▶ Ex. XX margin per product
 - ▶ Ex. XX calls answered vs. voicemail
 - ▶ Ex. XX complaints a week
 - ▶ Ex. XX overdue tasks
- ▶ Ask your team



Vendors

- ▶ Build a list of every vendor you spend money with as a business
- ▶ How often do you talk to the vendors on the list?
- ▶ What are you paying for, versus what you are receiving?
- ▶ When is the last time you shopped and help them accountable?
- ▶ Your business is changing and so should your vendors

Tools

- ▶ CRM (contact relationship management)
- ▶ Document Storage
- ▶ Task & Project Management
- ▶ Note Taking
- ▶ Invoicing
- ▶ Accounting
- ▶ Newsletters
- ▶ Email Management
- ▶ Calendar & Appointment Setting
- ▶ Social Media Management

A red pushpin is stuck into a map, pointing to a specific location. The map shows a grid of streets and some green areas. The pushpin has a silver stem and a red flag.

Google Challenge

- ▶ Google “your name city”
- ▶ Google “business name city”
- ▶ What shows up?
 - ▶ Website
 - ▶ Social Accounts
 - ▶ News & PR
 - ▶ Directory Sites
 - ▶ Images
 - ▶ Videos
 - ▶ Reviews
- ▶ What is incorrect?

Finance
product viral
promotion sale team
business internet
social media presentation
represent management price
marketing strategy
strategy
recommendation
market innovation
advertising distribution
quality branding
design blogs place
growth store
manager

2023 Marketing Trends

- ▶ AI & Machine Learning
- ▶ Personalized Marketing
- ▶ UX Design & Flow
- ▶ Short-Form Video
- ▶ Influencer Marketing
- ▶ Integrated Shopping
- ▶ User Generated Content
- ▶ Real Time Messaging

YOUR
Referral
Partner





Stop Chasing Clients

- ▶ Who is your ideal client?
- ▶ Where do they spend money?
- ▶ Where do they gather?
- ▶ Do they belong to any associations?
- ▶ Where do they get educated?
- ▶ Who influences them?
- ▶ Who coaches them?
- ▶ Who knows everybody?

YOUR
Referral
Partner





Stop Selling

- ▶ Get to know people
 - ▶ 80% questions/20% talking
- ▶ Add value as fast as possible
 - ▶ Connections, education, resources
- ▶ Teach your network
 - ▶ If you want “referrals” - you have to give “referrals”

YOUR
Referral
Partner





What now?

- ▶ Let's Connect
 - ▶ Devin@YourRP.com
 - ▶ @DPSizemore
 - ▶ Facebook
 - ▶ Instagram
 - ▶ LinkedIn
 - ▶ TikTok
- ▶ 10 Steps To Generate More Referrals
 - ▶ <https://bit.ly/10Steps012323>
 - ▶ January 23rd at 12:00 p.m.
- ▶ The 123 Challenge
 - ▶ 1 Hour
 - ▶ 2 Strategies
 - ▶ 3 Connections
 - ▶ <https://bit.ly/the123Challenge>
- ▶ Questions