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!





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





90 Day Check In

- ▶ 1 No Problems
- 2 Some Challenges,But Nothing Major
- ▶ 3 Major Challenges
- ▶ 4 Broken

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

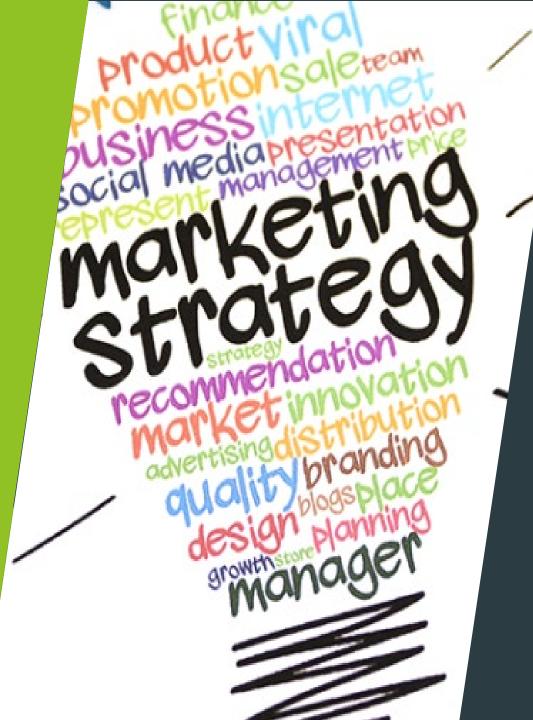




Google Challenge

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





2023 Marketing Trends

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





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?





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"





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

