



PowerGrowth Tip

The Key to Better Results: Manage Activities and Results Will Follow

By Michael Bitter

The most successful small business owners have figured it out. They know what one thing, more than anything else, is the key to growth and profitability. What is that one thing? Read on to find out...

In 1998 I made a startling discovery. I owned a small software development business and had just received my quarterly financials. The news was not good. Once again, as I had done many quarters before, I huddled my management team to discuss the results. Sales, as usual, were on target, but profits were far below what we had expected. So, what was behind this disappointing news? Why were we consistently hitting our sales objectives but missing our profitability objectives?

Then it dawned on me. The reason we consistently hit our sales objectives was because we kept a close eye on the activities that our sales team performed that drove our sales results. We knew that there was a definite link between the number of new contacts, the number of meetings, and the number of proposals we issued---and the results that followed.

We knew that the activities we performed today had a definite bearing on the results we would see in the upcoming weeks and months. We knew, for example, that if the number of new contacts was down, and it remained that way for very long, our sales results would suffer in the upcoming weeks. We knew when this happened, because we had developed a very good set of metrics that allowed us to track this type of information.

When our metrics indicated there was a problem with new contacts, we focused our management resources on addressing that problem. We paid closer attention and refocused our sales team on performing the activities that generated new contacts, and usually, the results took care of themselves.

So, what was the key? We were able to affect future results by managing the activities that drove those results. And, because we had enough advance warning when those activity levels fell below a certain point, we were able to take steps to fix the problem BEFORE results were negatively affected.

If this worked for our sales production, I reasoned, why wouldn't it work for other aspects of the business---specifically those aspects of the business that affected profitability? Well, it did work. We fixed our profitability problems by identifying the activities that affected the profitable delivery of our products and services. We developed metrics that allowed us to measure those activities. And, as we had done with our sales activities, we were able to spot trouble and fix it BEFORE our profitability was negatively impacted.

In my work with many other businesses I have found that the most successful business owners have also figured this out. They have learned, as I did, that the key to success is to manage activities that drive results. Do this, and the results will take care of themselves.

So, if you want better results, identify the activities that drive the results you are trying to achieve. Develop metrics that allow you to measure those activities and spot and fix trouble BEFORE your results are negatively impacted.

Want to learn how to do this in your business? Attend a PowerGrowth™ Boot Camp.

More Information on This Subject

Want to learn more about this subject?

Attend a **PowerGrowth Boot Camp**. (www.bizresults.net/bootcamp.htm)

- You'll learn **how to create and manage an activity driven business**
- You'll learn how to use the **PowerGrowth System**, a step-by step business growth recipe that you can use to **systematically transform your business** into a faster growing, more profitable, more valuable, more self-reliant business
- You'll learn **the top 20 success secrets, concepts, and techniques** used by some **of the most successful small businesses**---and how to apply them in your business
- You'll learn **50+ specific ways** to: **increase your customer base** and **retain** them longer, **increase sales and referrals** from your new and existing customers, and **increase profits** from every sale

About Business Results Unlimited

Business Results Unlimited is a **professional services firm** that provides **growth and business development focused education, tools, and coaching** for **small business owners, professional service firm owners, and aspiring entrepreneurs**.

We provide:

- **Seminars and workshops** that provide small business owners with **practical, non-biased** business growth and development fundamentals, concepts, techniques, and methodologies to help them build **faster growing, more profitable, more valuable, more self-reliant businesses**
- The **PowerGrowth™ System**, a **step-by-step business transformation system** that our clients follow to systematically apply the fundamentals, concepts, techniques, and methodologies we teach
- **Coaching services** designed to help our clients **incorporate the information we teach** at our seminars and workshops **and/or transform their businesses using the PowerGrowth™ System**
- **FREE and fee based public speaking and breakout session services** on a variety of small business growth and business development topics—pulled from our seminars and workshops—for **chambers of commerce, small business, and professional associations**

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