

Getting from Vision to Execution

The Barriers To Growth

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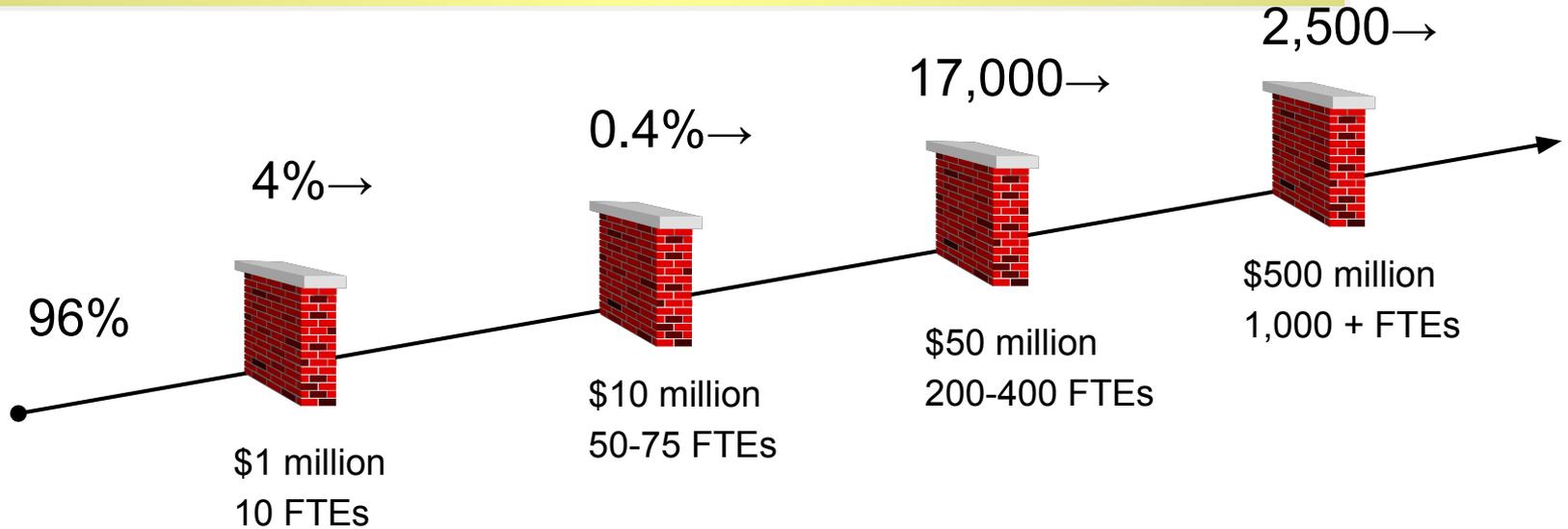


Our Agenda Today

- The 3 Barriers to Profitable Growth
 - Leadership
 - Systems and structures
 - Market dynamics

Barriers to Growth

- 41.4 million companies in the U.S. file tax returns
- 98% have fewer than 10 employees

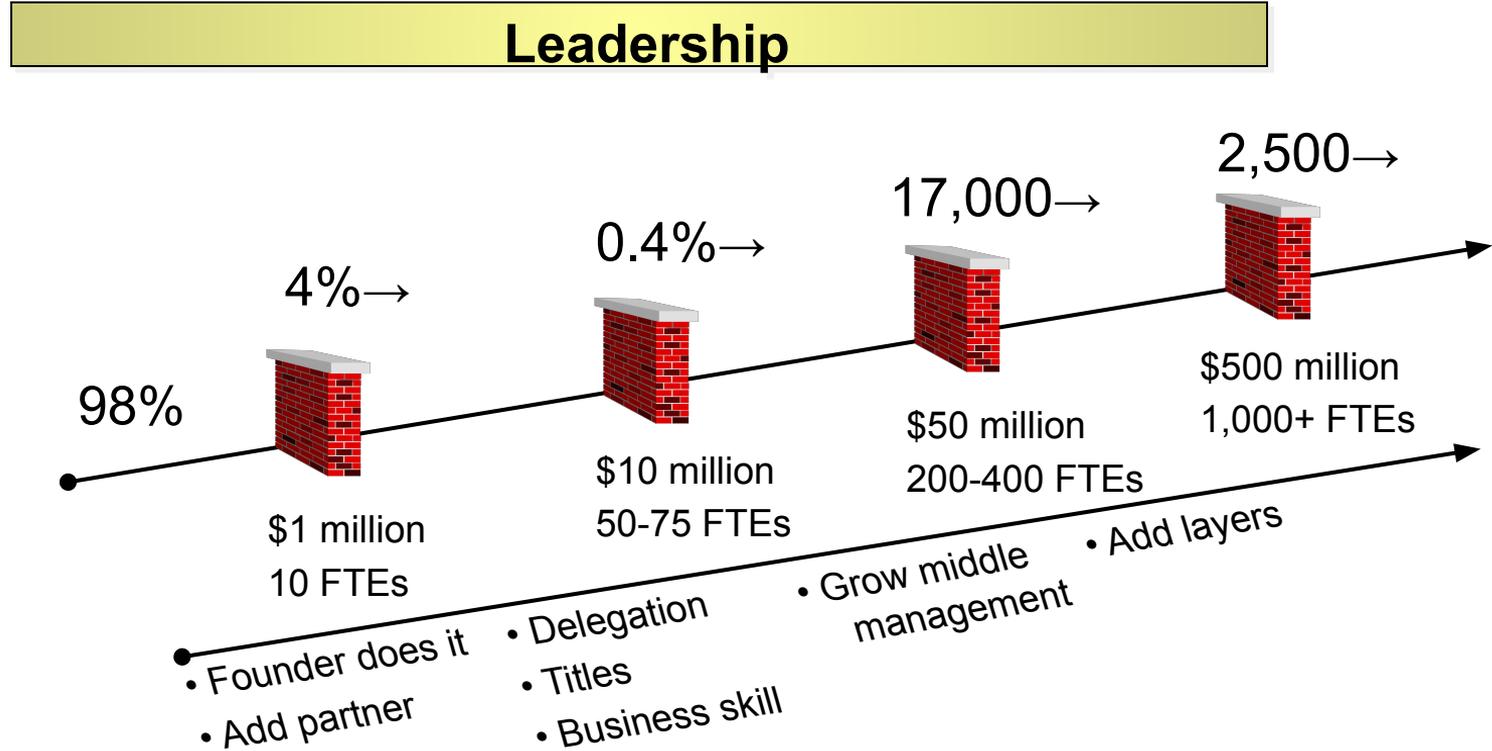


Predictable Barriers to Growth

- Leadership
 - Delegation
- Systems & Structures
- Market Dynamics (Fundamentals)

Issues that impact a company as it moves through transitions to the next level

Barriers to Growth



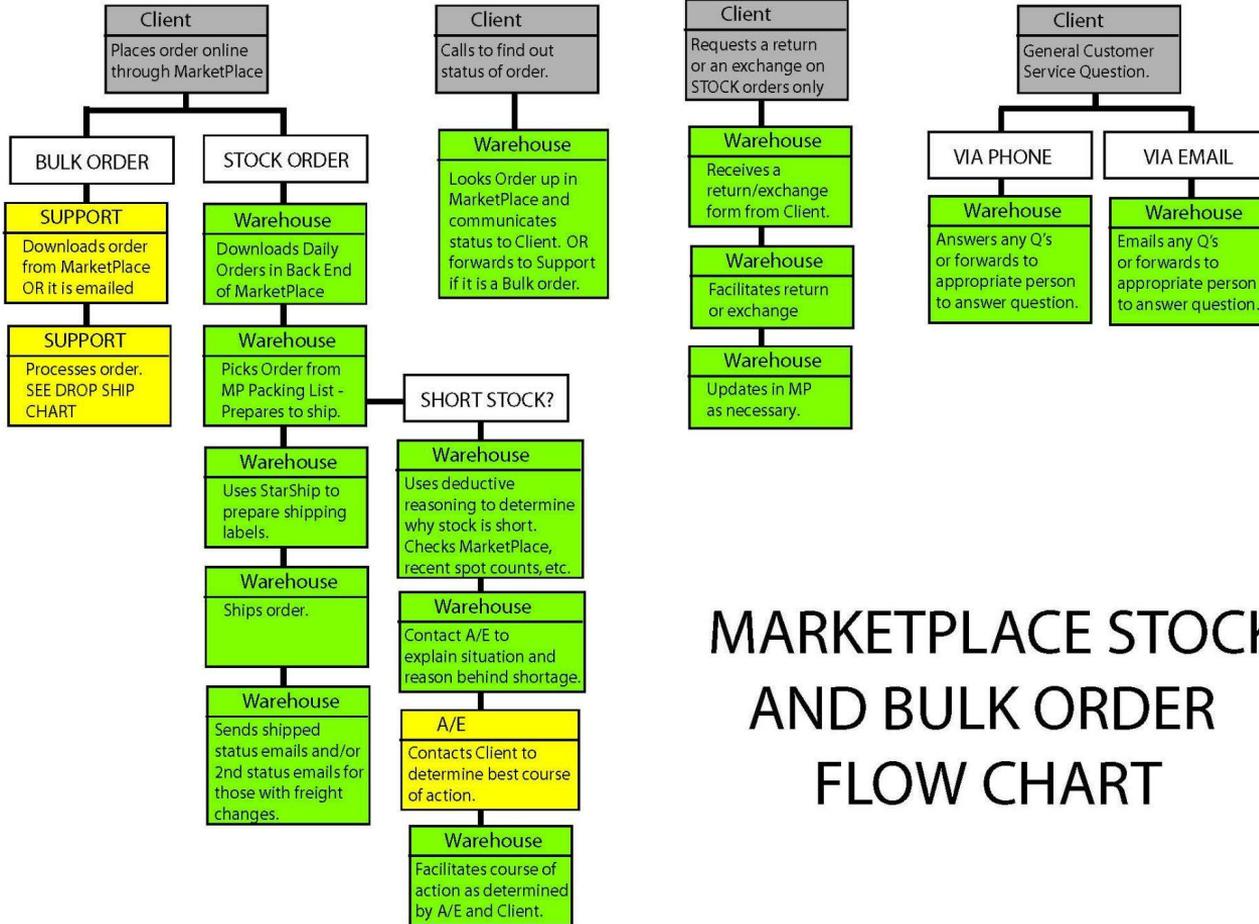
Delegation and Collaboration



Why is Delegating So Hard?

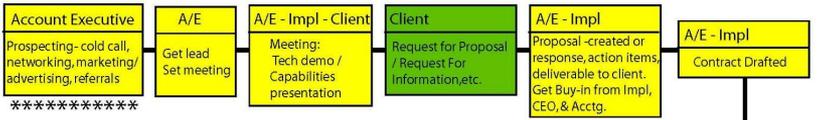
- Pinpoint (flowchart)
- Feedback
- Measure (accountability matrix)
- Recognition

“Great leaders delegate results, not tasks”

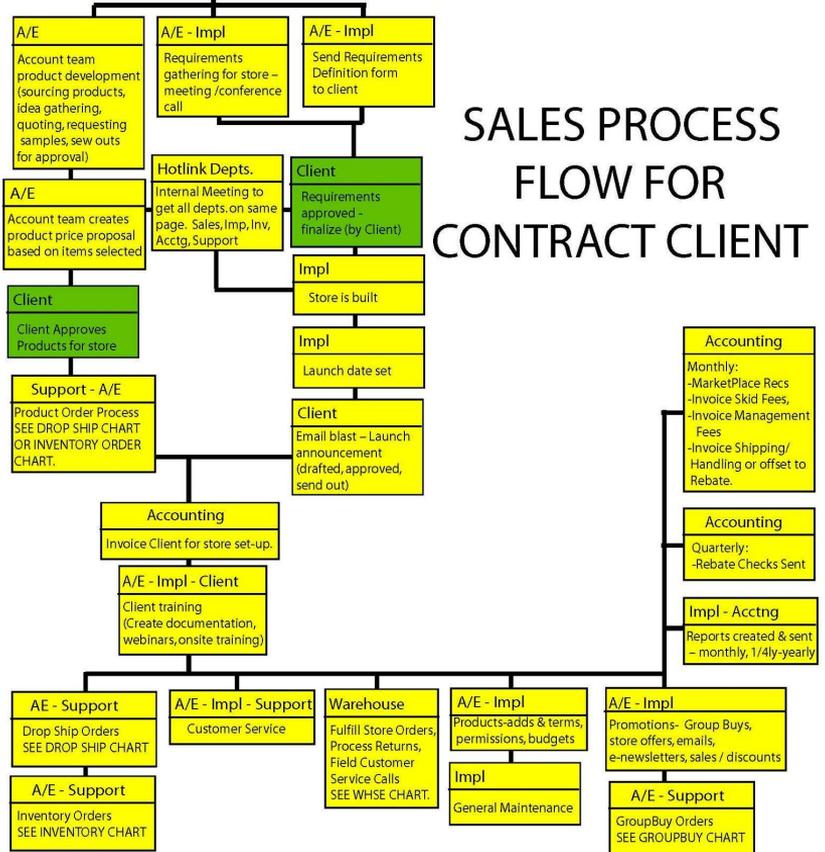


MARKETPLACE STOCK AND BULK ORDER FLOW CHART

 Account Executive
 Prospecting- cold call,
 networking, marketing/
 advertising, referrals



SALES PROCESS FLOW FOR CONTRACT CLIENT

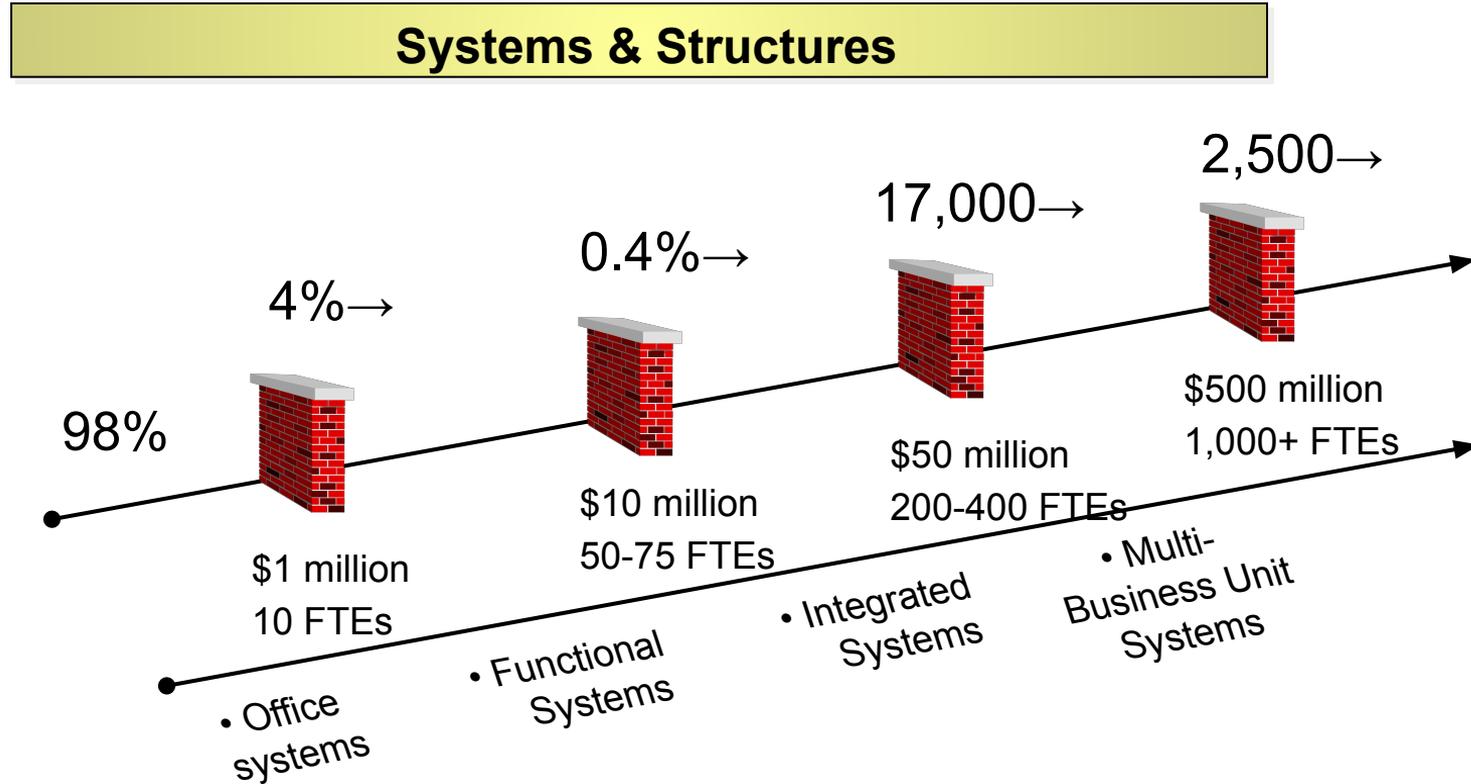


Accountabilities			
Accountability	Priority	Percent Time	Success Factors
Customer Service <ul style="list-style-type: none"> • Check & Return Email • Check & Return Phone call • Check online store inventory • Follow up on quote to customers • 	1	40	• • • • •
Administrative <ul style="list-style-type: none"> • Quoting • Placing Marketing & online store order • Order sample • Handling store issue • Approving Invoices & Preprint • Helping <u>Sales People</u> with quotes & ideas 	2	40	• • • • •
Prospecting <ul style="list-style-type: none"> • Making phone call to existing Clients • Developing Groupbuy items • Sending catalogs and email specials • Developing New relationships with old buyer at new company • • 	3	5	• • • • • •
Vendor Relations <ul style="list-style-type: none"> • Schedule Vendor meeting • • • • 	4	5	• • • • •
<ul style="list-style-type: none"> • • • • 	5	%	• • • •

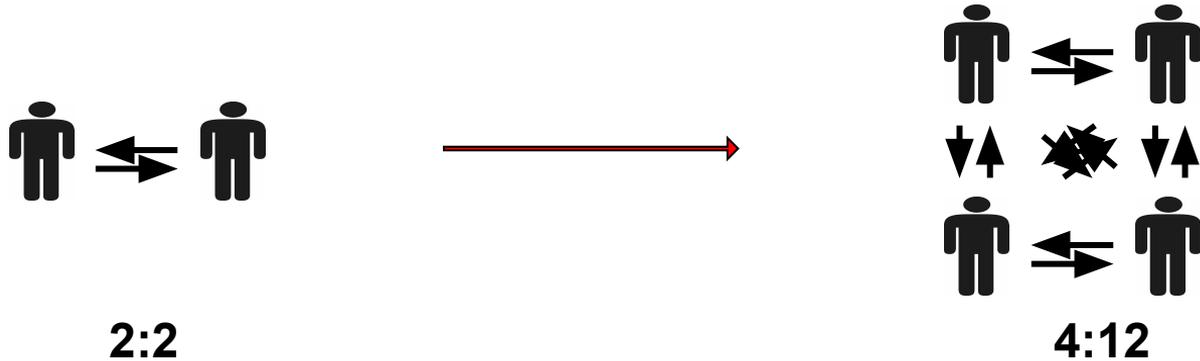
“What is one thing you are doing today that you should delegate to someone else?”



Barriers to Growth

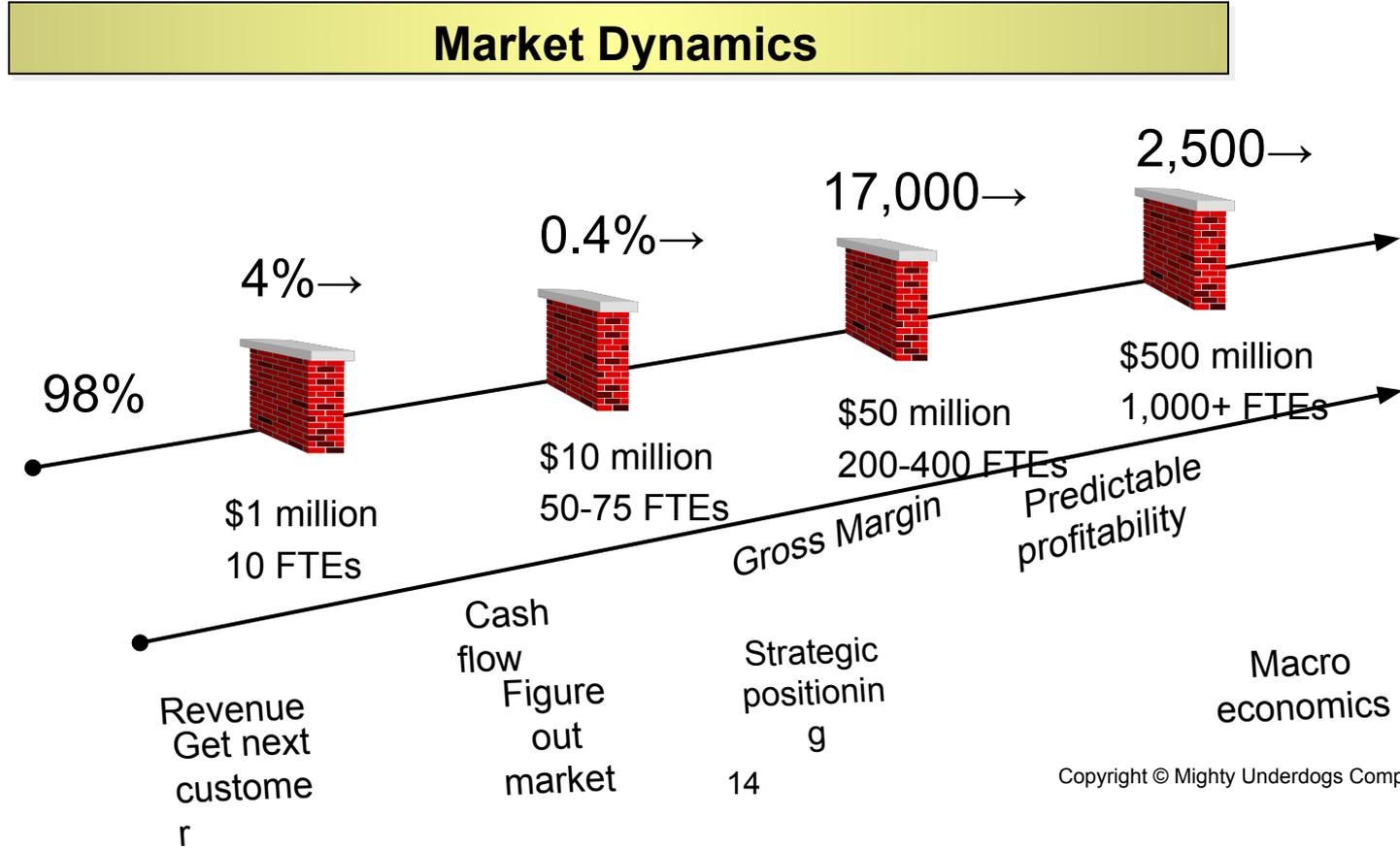


It Is About Complexity!



An arithmetic increase in headcount, locations or databases leads to a geometric increase in complexity

Barriers to Growth



Summary Barriers to Growth

- The 3 Barriers to Profitable Growth
 - Leadership
 - Systems and structures
 - Market dynamics

NEXT WEEK: Successful Habits

- Priorities
- Rhythm
- Metrics

Contact Information

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