

Welcome to ...

*6 Steps to a
Successful Business*

presented by

Mike Abdouch

Business & Personal Development Coach

Mike ^{is} my Coach

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6 Steps to a Successful Business

About Me ...

- 35 years experience as a successful business owner
- Own/Owned a variety of businesses, including a private career college, vending, online retail, consulting, etc.
- Recipient - Greater Omaha Chamber of Commerce Golden Spike Award
- Certified Facilitator, The Pacific Institute
- Omaha Workforce Investment Board Executive Committee
- OPS Career & Technical Education Advisory Board
- BS in Mechanical Engineering

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my **Coach**

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Definition of a Business...

A Commercial, Profitable,
Enterprise...

That works ... without **YOU!**



Remember to work 'ON'
your business not just
'IN' your business ...

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The 6 Steps ...



Mastery = ***A
Commercial,
Enterprise***

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The Mastery Level ...



Money Mastery



Time Mastery



Delivery Mastery

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Money Mastery...

Budgeting... & Reporting...



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Time
Mastery

Not Urgent & Not Important
Urgent & Not Important
Urgent & Important

Not Urgent
but Important

ZONE

Demand
Delusion
Distraction

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Delivery Mastery Dissected



*Supply
Mastery*



*Quality
Mastery*



*Easy-to-Buy
Mastery*



*Service
Mastery*

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The 6 Steps ...



Niche =

A Commercial,
PROFITABLE,
Enterprise ...

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Niche means ...

**No Price
Competition**

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Creating Your Niche...

1. USP ...

2. Guarantee ...

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The Five Proven Ways to Increase Your Business Profits ...

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$$\begin{aligned} &\text{Number of Leads} \\ &\quad \times \\ &\text{Conversion Rate} \\ &\quad = \\ &\text{Customers} \\ &\quad \times \\ &\text{\# of Transactions} \\ &\quad \times \\ &\text{Avg. $$$ Sale} \\ &\quad = \\ &\text{Revenue} \\ &\quad \times \\ &\text{Profit Margins} \\ &\quad = \\ &\underline{\text{\$Profit\$}} \end{aligned}$$

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Here's how it works ...

With just a 10% increase...

Number of Leads

4,000

4,400

x

x

x

Conversion Rate

25%

27.5%

=

=

=

Customers

1,000

1,210

x

x

x

of Transactions

2

2.2

x

x

x

Avg. \$\$\$ Sale

\$100

\$110

=

=

=

Revenue

\$200,000

\$292,820

x

x

x

Profit Margins

25%

27.5%

=

=

=

\$Profits\$

\$50,000

\$80,525.50

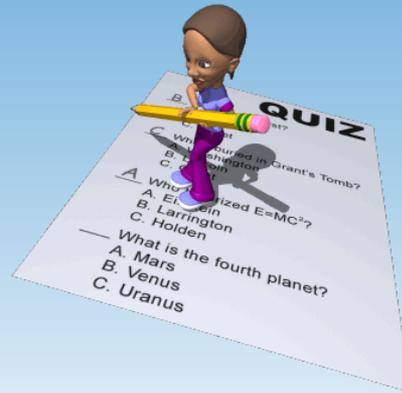
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Smart business owners do
2 things that ensure profitability!

Know
Their
Numbers!

Test



Measure

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The 6 Steps ...



Leverage = A
Commercial,
Profitable,
Enterprise,
THAT WORKS ...

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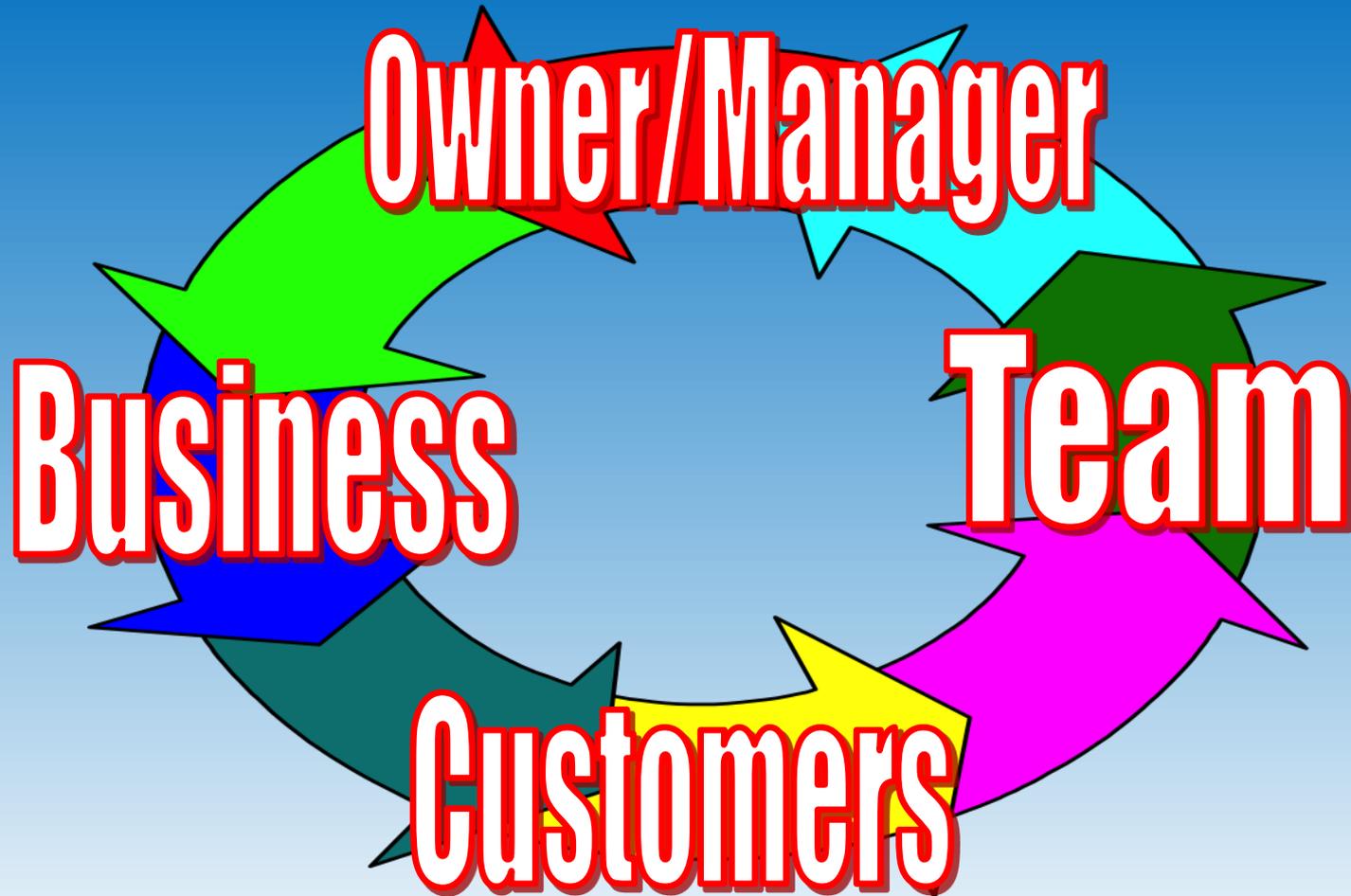
The 6 Steps ...

RESULTS
SYNERGY
TEAM
LEVERAGE
NICHE
MASTERY

Team = a
Commercial,
Profitable,
Enterprise,
That Works,
WITHOUT ME

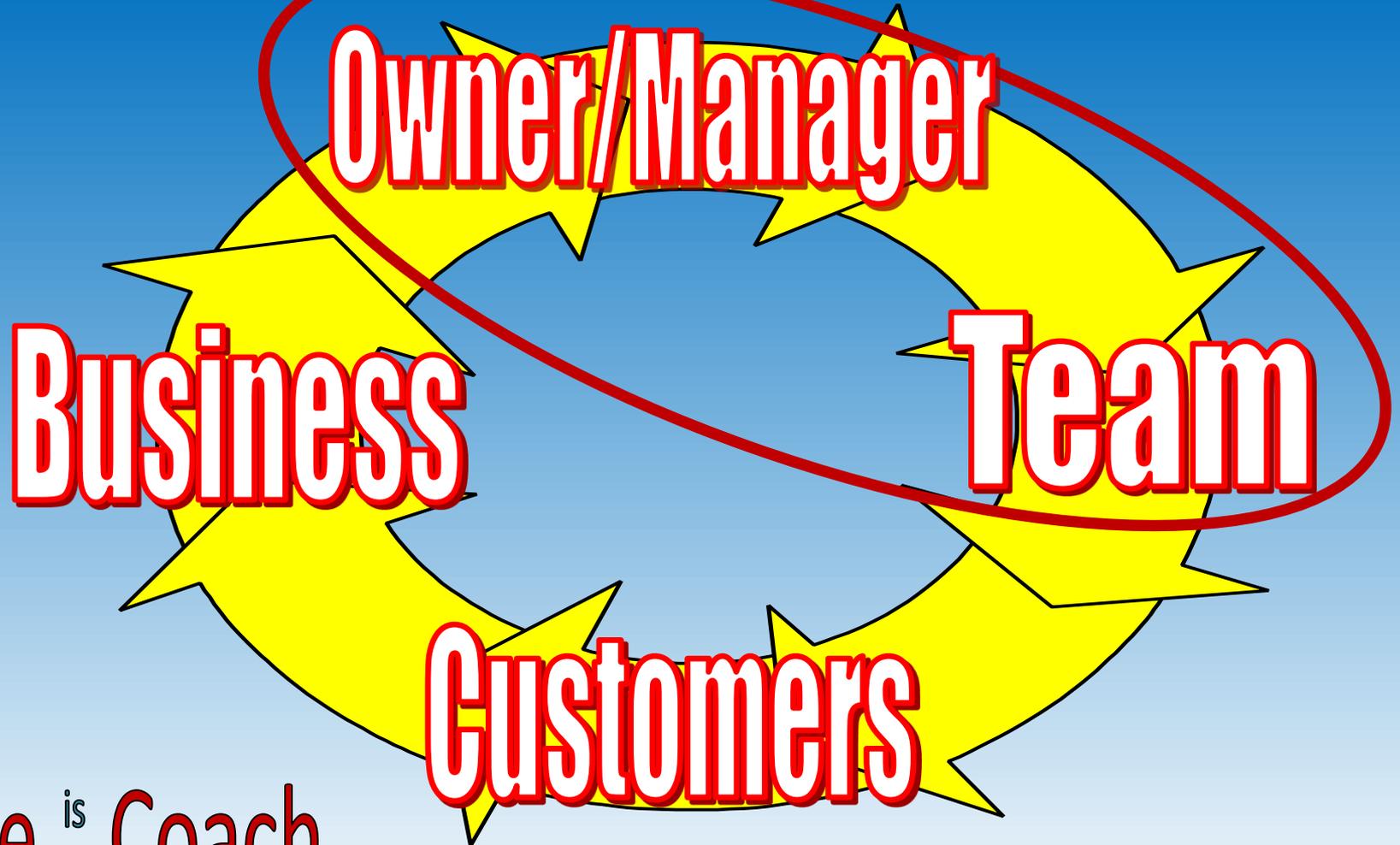
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The Cycle of Business...



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The Cycle of Business...



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6 Keys To A Winning Team

- 1. Strong Leadership**
- 2. Common Goal**
- 3. Rules of the Game**
- 4. Action Plan**
- 5. Support Risk Taking**
- 6. 100% Involvement/Inclusion**

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The 6 Steps ...



Synergy and
Results =
***Growth and
then your
Freedom ...***

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Let's finish with a
“Like Best”!

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