

HOWARD PARTRIDGE

THE
 SECRETS OF A
**PHENOMENAL
BUSINESS**

FOREWORD BY TOM ZIGLAR
PROUD SON OF AMERICAN LEGEND
ZIG ZIGLAR

STOP BEING A **SLAVE** TO YOUR BUSINESS

TRANSFORM IT INTO A PREDICTABLE, PROFITABLE TURNKEY OPERATION

"The one and only reason your business exists is to be a _____ to help you achieve your _____

G _____

P _____

S _____

The 5 Phenomenal Systems

1. Phenomenal _____ Systems
2. Phenomenal _____ Systems
3. Phenomenal _____ Systems
4. Phenomenal _____ Systems
5. Phenomenal _____ Systems

Phenomenal Leadership Systems

A Phenomenally Successful Business Requires 3 Important Things...

1. Phenomenal _____
2. Phenomenal _____
3. Phenomenal _____



"Leadership is _____. Nothing more, nothing less." – John C. Maxwell

"You can have everything in _____ you want if you just _____ enough other people get what they want." – Zig Ziglar

"Leadership is enlisting the _____ cooperation of others to achieve a _____." – Dale Carnegie

"Leadership is the _____ of getting someone else to do something you want done because _____ wants to do it." – Dwight Eisenhower

"Leadership is _____ your vision." – Howard Partridge



Phenomenal Leadership delivers a meaningful _____ that inspires the team to implement.

A Phenomenal Leadership **System** is a group of working parts that _____ consistently.

Phenomenal Marketing Systems

Marketing is everything you do to _____ to your business.

Phenomenal Marketing delivers a meaningful _____ that engages, educates and entertains.

A Phenomenal Marketing System is a group of working parts that duplicates results consistently.

The 7 M's of Phenomenal Marketing

1. Your Phenomenal _____
2. Your Phenomenal _____
3. Your Phenomenal _____
4. Your Phenomenal _____
5. Your Phenomenal _____
6. Your Phenomenal _____
7. Your Phenomenal _____

The Only Three Ways to Increase Sales

1. Increase sales from _____
2. Increase number _____
3. Increase _____

The BIGGEST Marketing MISTAKE of ALL is Not Marketing to Your _____!

THE 5 SECRETS OF A PHENOMENAL BUSINESS

1. Marketing

- ____ Meeting or exceeding my sales goals through effective lead generation and promotions.
- ____ We have a clear position in the marketplace
- ____ We have clearly defined our prime target market
- ____ We have clear definitions of our product and/or services
- ____ We have a pricing strategy that is profitable
- ____ We are consistently marketing to our house list (client base)
- ____ We have an effective referral relationship program
- ____ We have an effective referral/affiliate reward system
- ____ We have a written, posted marketing calendar
- ____ We have an effective digital marketing system that includes websites(s) that clearly communicate what we do, and we are consistently capturing e-mail addresses and using them to communicate to our e-mail audience, and we have a strong presence on social media.

TOTAL ÷ 10= _____

Phenomenal Sales Systems

Nothing happens in a business until a _____ is made!

Healthy sales cure all other business _____

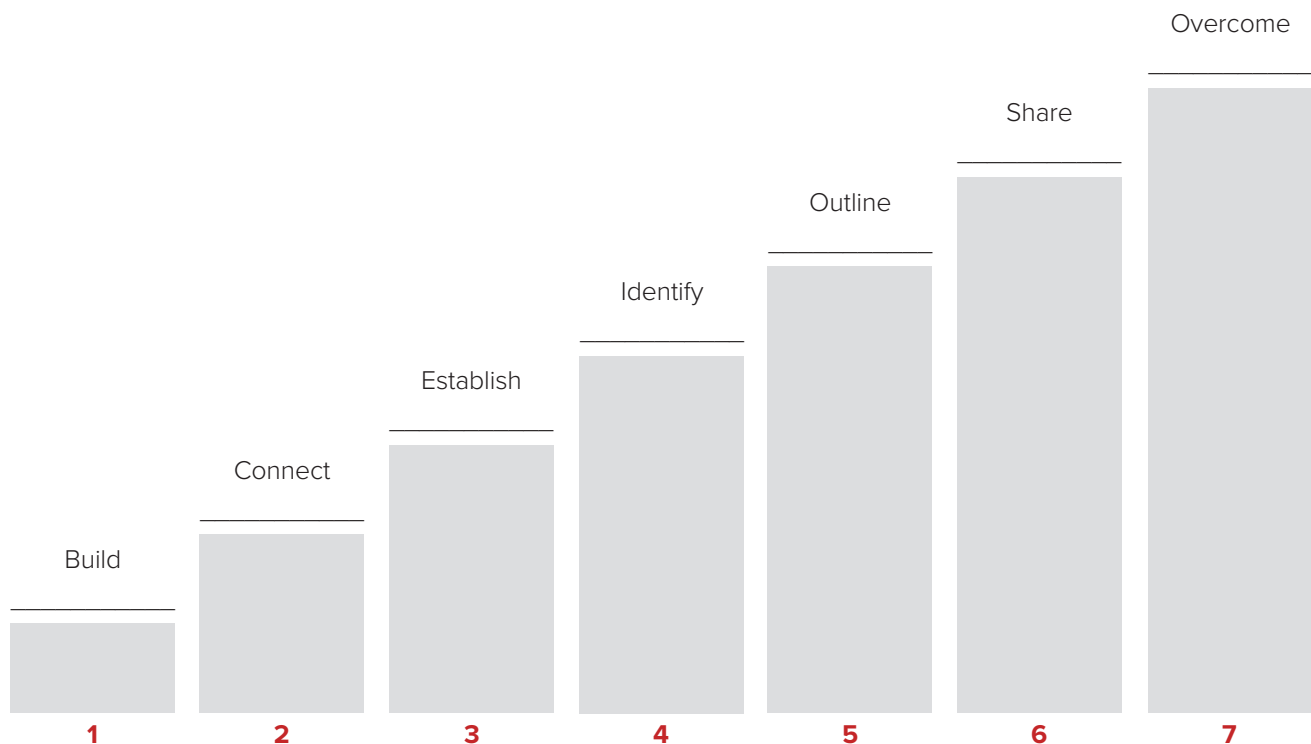
Sales isn't something you do "to" someone, it's something you do _____ and _____ someone.

"Sales is a transference of _____" – Zig Ziglar

"Sales is everything you do to convert _____ into _____."



The Phenomenal 7 Step Sales System



2. Sales

- _____ We answer the telephone live
- _____ We have effective telephone answering/transferring systems
- _____ We have an effective sales script that appeals to our target market and closes the maximum number of inquiries
- _____ We have an effective system for responding to Internet leads
- _____ We have an effective sales process for each of our profit centers
- _____ We have an effective up-sell and down-sell process
- _____ We have effective processes and scripts for overcoming objections
- _____ We have an effective process for identifying ongoing and changing customer needs
- _____ We have clearly defined account management policies and procedures
- _____ We have effective customer management software in place

TOTAL ÷ 10= _____

Phenomenal Operations Systems

Operations is everything you do to _____ your _____.

Phenomenal Operations delivers a meaningful _____.

A Phenomenal Operations **System** is a group of working parts that duplicates results consistently.



9 Steps to the Most Phenomenal Service Experience Ever!



1. Engage with their _____ state
2. Reinforce your _____.
3. Make them feel _____
4. Anticipate their _____
5. _____ them
6. _____ them
7. Have phenomenal _____
8. Have phenomenal _____
9. Build _____ relationships

3. Operations

- _____ We have developed our unique service experience
- _____ We have clear/cut service systems in place that are exceeding our client expectations
- _____ We respond immediately to client concerns
- _____ We have clear cut return/refund policies
- _____ We get customer feedback on a regular basis to ensure we are exceeding expectations
- _____ We have regular production meetings to ensure on time delivery
- _____ We have a key customer appreciation process
- _____ We have effective project management processes in place
- _____ We have inventory management and office supplies/equipment processes in place
- _____ We have the latest, most effective equipment to deliver our unique service experience

TOTAL ÷ 10= _____

Phenomenal Administration Systems

Administration is everything you do to _____.

Phenomenal Administration delivers vital _____ that gives you the proper feedback on your progress.

A Phenomenal Administration **System** is a group of working parts that duplicates results consistently.

A business without a _____ is just a _____!

Healthy _____ cure all other business _____.

Healthy _____ can make a difference in the _____.



Your Income Statement



Total Sales		\$	
COGS	-	\$	
Gross Profit	=	\$	
Fixed Expense	-	\$	
= Net		\$	

4. Administration

- _____ We track and report sales by profit center weekly, monthly and annually
- _____ We track and report total sales daily
- _____ We track and report sales by referral/affiliate/ad source weekly
- _____ We track and report sales closings daily (# of calls vs. # of sales)
- _____ We track and report number of returns or re-services as they occur
- _____ We track and report our profit and loss weekly
- _____ We track and report our balance sheet monthly
- _____ We have a cash flow management process in place that includes systems for Accounts Payables and Accounts Receivables
- _____ We plan our taxes annually before year end
- _____ We review our legal and insurance exposure annually (or as often as required)

TOTAL ÷ 10= _____

The 5 Vital Components of a System

1.

4.

2.

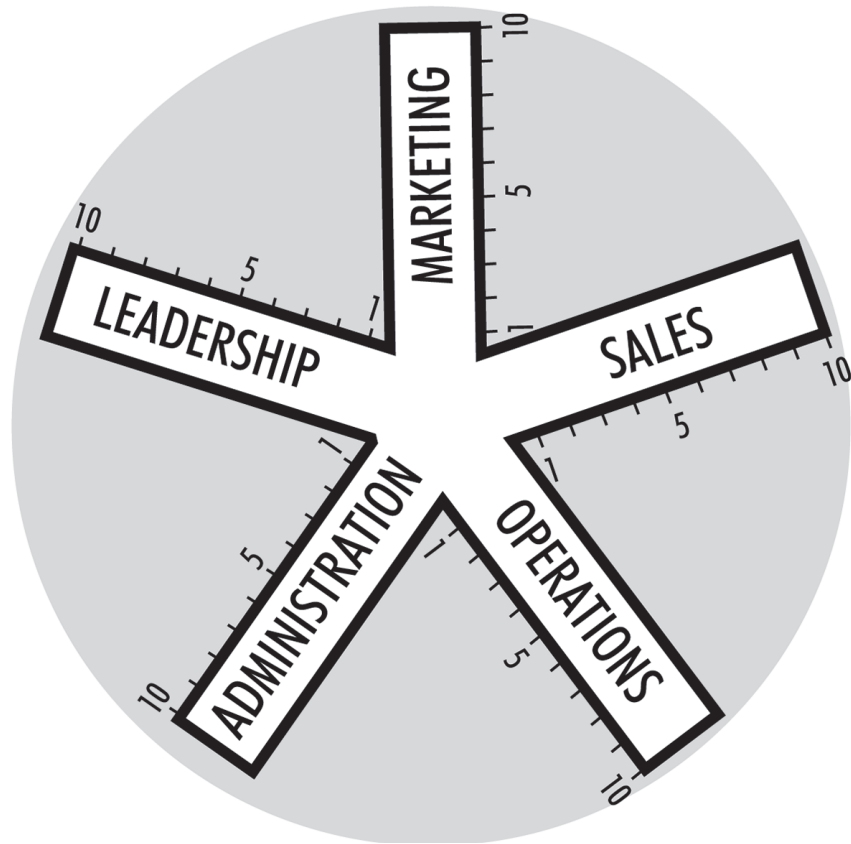
5.

3.

5. Leadership

- _____ We have a compelling vision statement that everyone understands and follows
- _____ We have effective leadership systems in place that includes recruiting, hiring, orientation, training, coaching, employee reviews and termination processes and have ensured they are legal.
- _____ We have an up to date employee handbook
- _____ We have a written business plan that includes our vision, goals, a marketing plan, sales plan, operating plan and administration plan that is reviewed and updated quarterly.
- _____ We have a written and posted organizational chart
- _____ We have regular team meetings
- _____ We have written performance results description for every position
- _____ We have a training system in place for every position
- _____ We have policies and procedures for all areas of our business
- _____ We have an effective compensation plan in place that includes attractive pay and benefits that create high employee morale and retention.

TOTAL ÷ 10= _____



The # 1 Reason Small Businesses Don't Grow (or do as well as they could):

F_____ To I_____

The 4 Keys to Implementation



1.



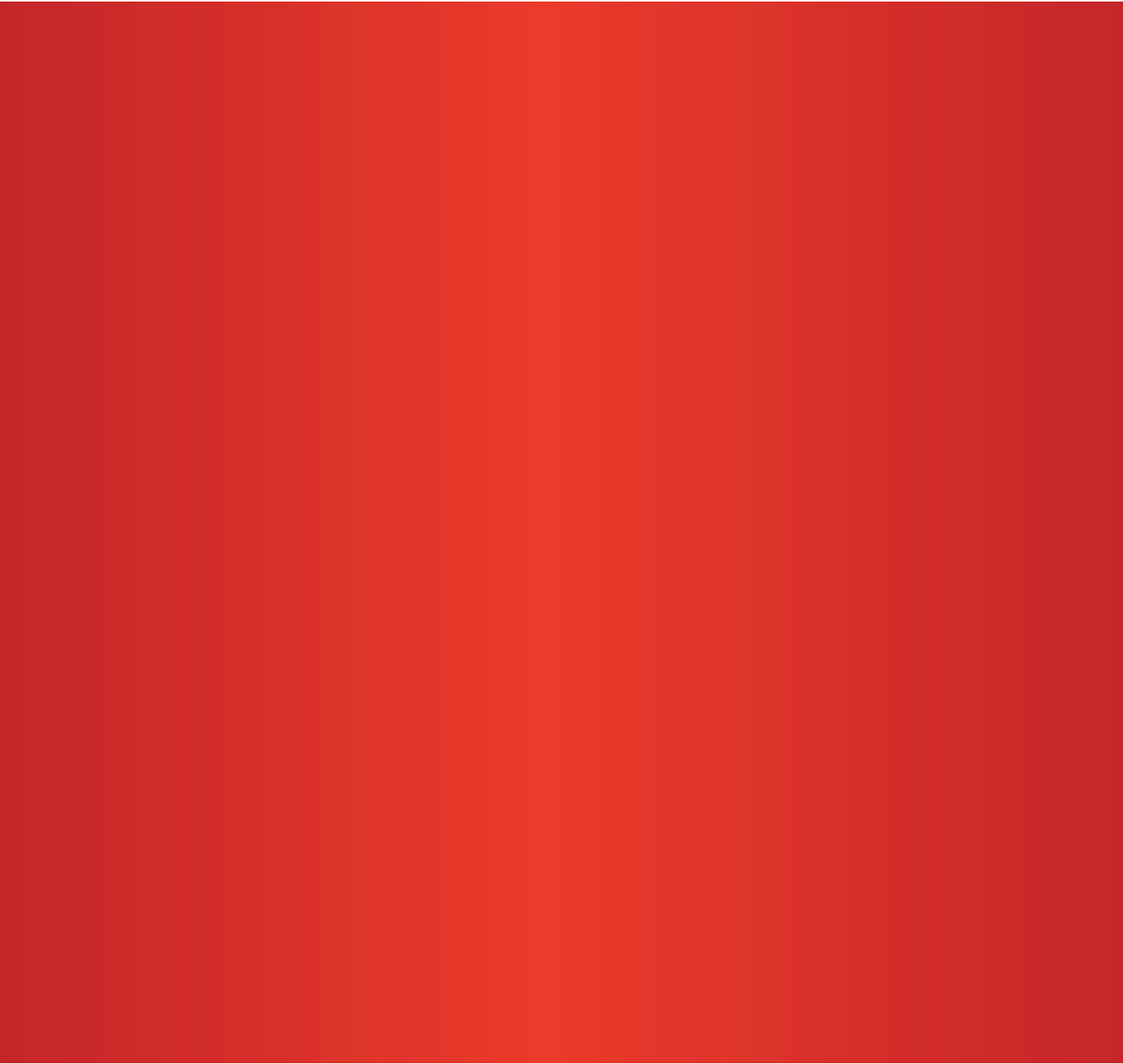
2.



3.



4.



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