

WORKING SMARTER

FINDING MORE FUTURE OPPORTUNITIES IN A TURBULENT MARKETPLACE



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MGA

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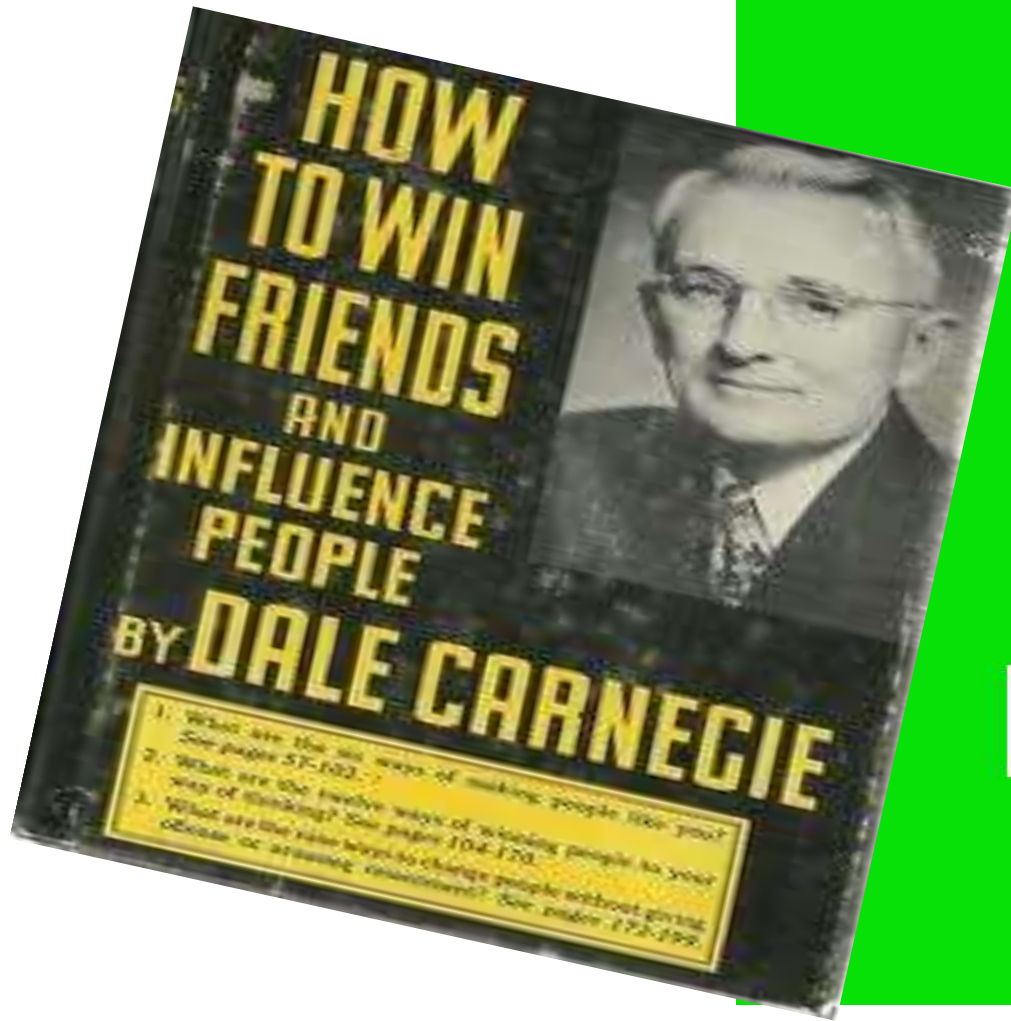


**“Man who aim at nothing
achieve it with amazing
accuracy”**

Man Needs Purpose

What's Working?





KEEP
CALM
BECAUSE
I LOVE
DALE

ASK 'MILLION DOLLAR' QUESTIONS

“Just before I answer that do you mind if I ask you a few quick questions?”

Some of DAVE's BIGGER CLIENTS



WHAT'S YOUR BUSINESS STRATEGY?

RIGHT PLACE, RIGHT TIME

RIGHT STRATEGY



MSUAWGA!

HOT NICHE MARKETS?

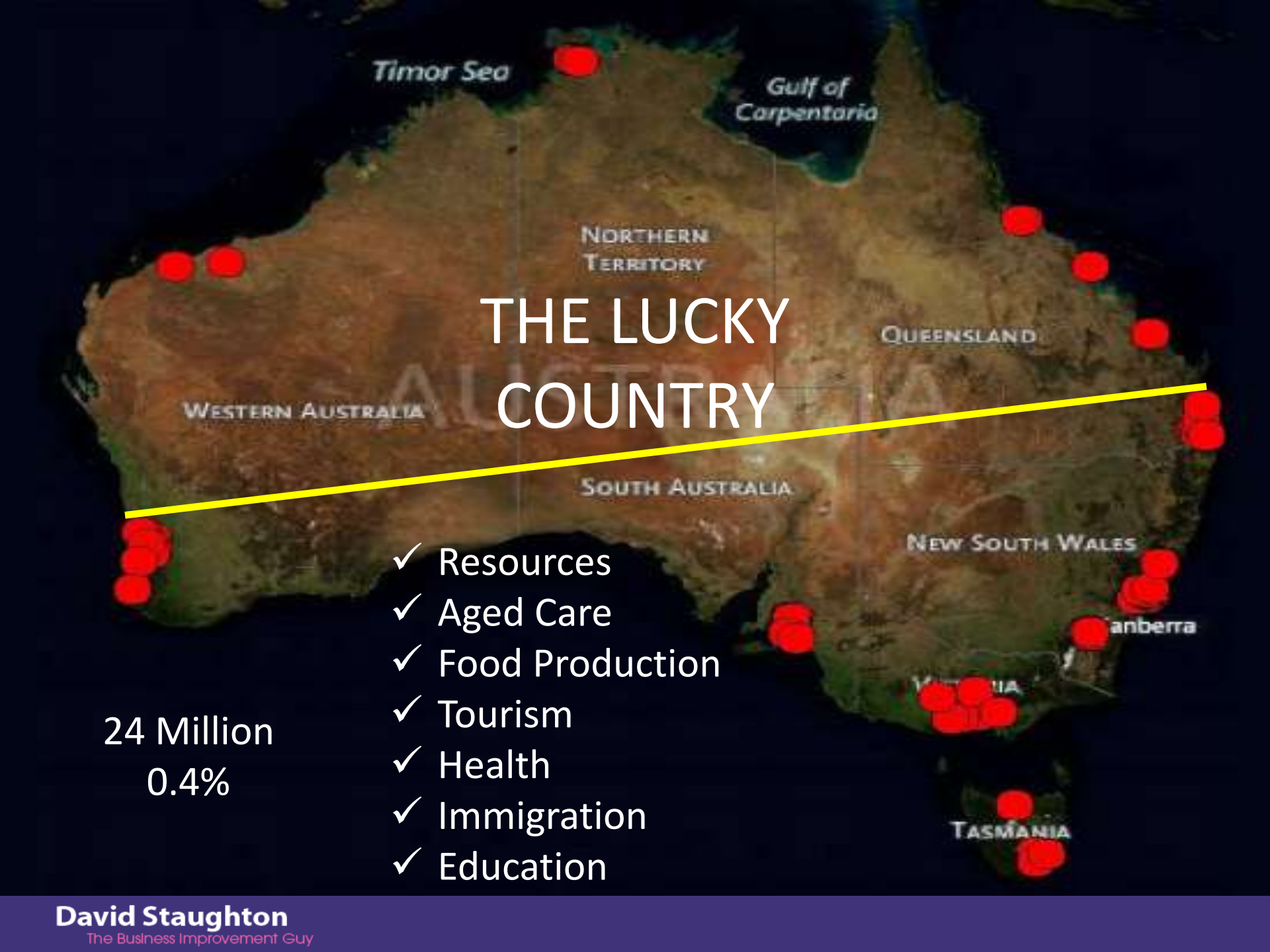
NEW TECHNOLOGY?

YOUR OWN PRODUCTS?

Be a **BETTER LEADER!**

FAST CHANGING FUTURE



A map of Australia with red dots placed along its coastline and in major cities. A yellow diagonal line runs from the bottom left to the top right. The text 'THE LUCKY COUNTRY' is centered over the map. Labels for Australian states and territories are visible: Western Australia, Northern Territory, Queensland, South Australia, New South Wales, Victoria, and Tasmania. The Timor Sea and Gulf of Carpentaria are also labeled. A list of seven items with checkmarks is positioned in the lower-left quadrant, and the text '24 Million' and '0.4%' is located in the bottom left corner.

THE LUCKY COUNTRY

24 Million
0.4%

- ✓ Resources
- ✓ Aged Care
- ✓ Food Production
- ✓ Tourism
- ✓ Health
- ✓ Immigration
- ✓ Education

THE WEB & GLOBALISATION



FAST, FLAT & FREE!

IMPACT OF THE WEB & GLOBALISATION

Transparent Pricing

Disintermediation

Channel Conflict

Commoditisation

Endless Cost Downs

Parallel Importing

Private Labelling

Brand Irrelevance

Counterfeiting

IP & Patent Wars

Web Direct Buying

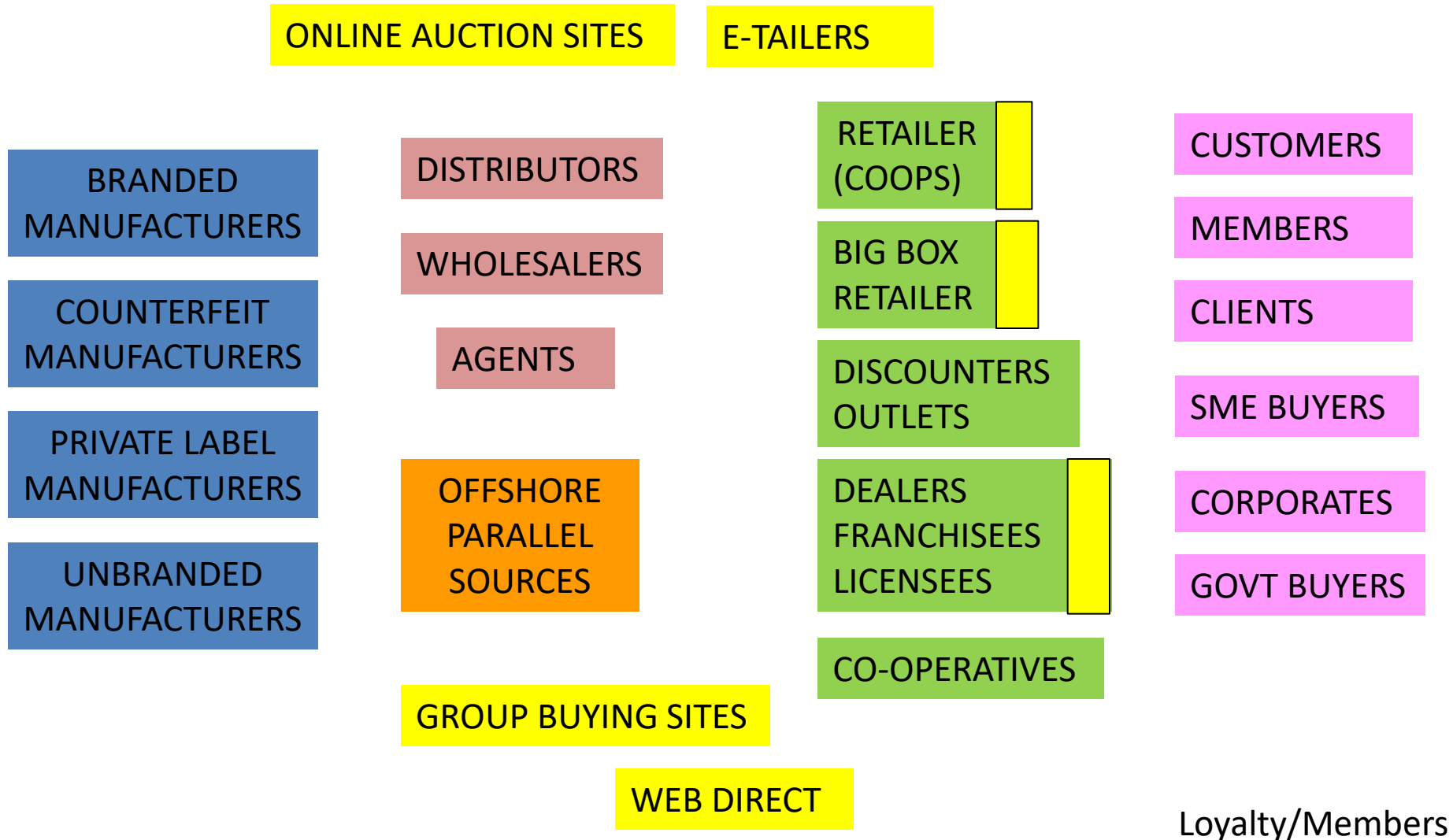
Mobile Shopping

Bricks & Clicks

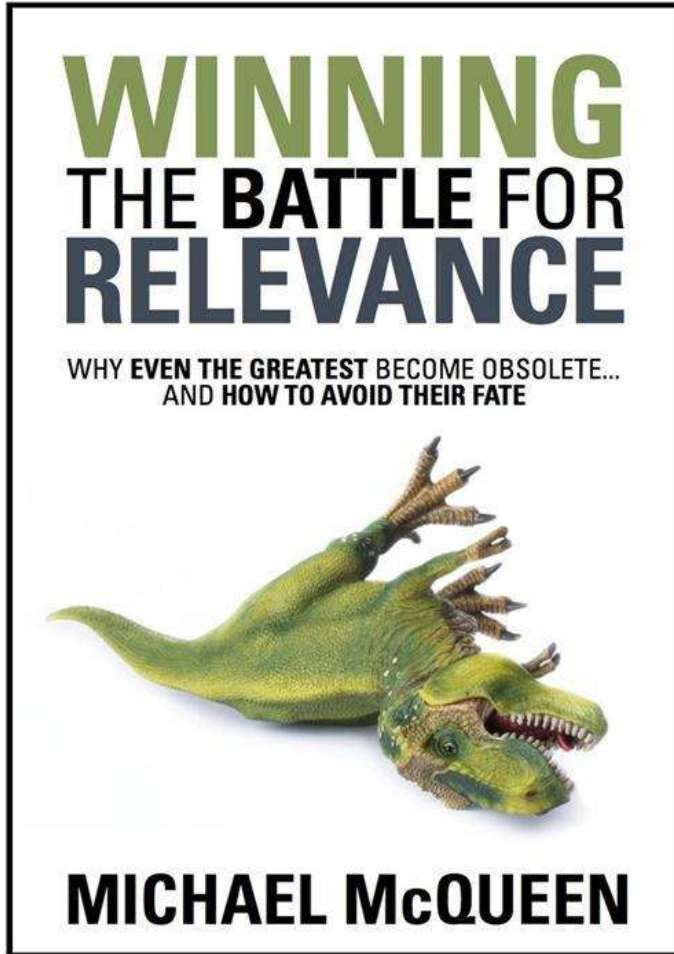
Click and Collect

DISINTERMEDIATED SUPPLY CHAIN

Whoever owns the Customer owns the Market



THE BATTLE FOR RELEVANCE



Video Stores
Book Shops
Photo Developing
Newspapers
Solariums
Milk Bars
Newsagencies
Travel Agents
Associations
Retailers



DIGITAL DISRUPTION - # Employees

Walmart  2.2m

amazon 154k

 **vodafone** 101k

 **WhatsApp** 180

 **News Corporation** 48k

 **facebook** 10k



155k



2k



30k

UBER 3.5k



30k

NETFLIX 2.2k

A COMPETITIVE MARKETPLACE





**GET YOUR
LOVE GOGGLES
ON!**

Cloud

Carbon

Convergence

Compliance

Catastrophe

Change Brings Gifts

“Find the opportunity in change”

DEMOGRAPHICS

- ✓ Pre-School Kids
- ✓ 30 Somethings
- ✓ 70 – Rhine Cruise Set

Opportunity



Mobile & Micro

Web & Tech

Green Energy

BICI – Think ASIA

Skin in game

Making It Easier

More Comfortable

David Staughton

The Business Improvement Guy

ATTITUDE REALLY COUNTS IN TIMES OF CHANGE



Stressed out



**Have a
nice day!**

THERE IS ALWAYS SOMEONE CHEAPER!



AVOID SELLING THINGS CHEAP!

“Buying **cheap INSURANCE**
is like buying a
second hand parachute
– you don’t know how good
it is until it’s too late”

“Good **NO Cheap**
& Cheap **NO Good**”



Customer service

Excellent



Poor



BATTLE FOR MARKET SHARE



**“In Turbulent Times Grow MARKET SHARE
In Good Times Grow MARGIN”**

1. DIVERSIFY

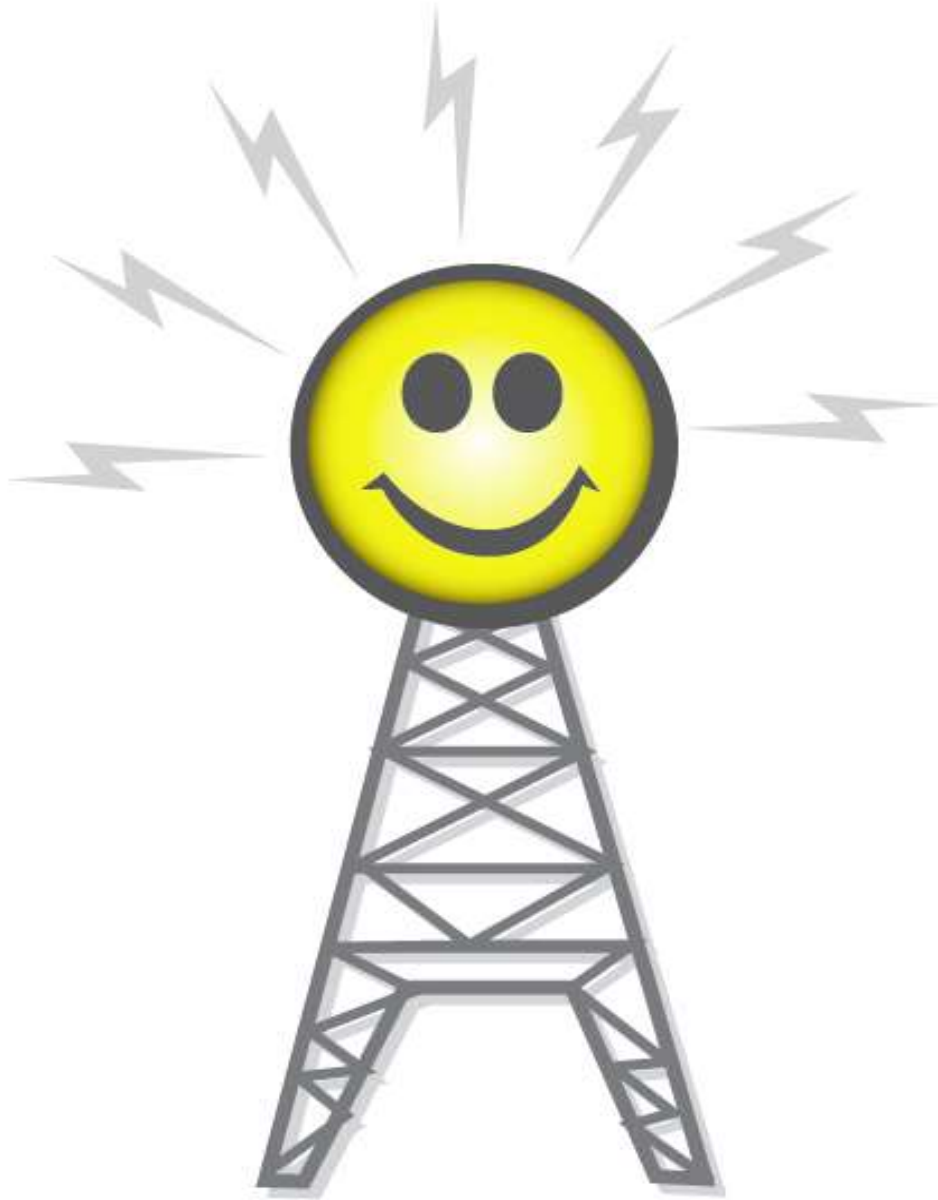
**Offering More Extras
& Add-On Services**

2. INNOVATE

**Grow the PIE with
NEW Business Ideas!**

3. ALLIANCES

**Working Together
for Synergy**



BE A BEACON!

**Positivity
Optimism
& Love**

YOUR PHONE GREETING

- “Thanks for calling (Biz name)
This is DAVE!”



3 STEPS TO EASY GROWTH

1. PMA – Positive Mental Attitude - Team
2. Procedures that are Monitored – Train&Test
3. Performance Targets with Incentives – Treat

FIND THE BEST PLACE TO ADD MORE VALUE

MGA ADVANTAGE

**FINDING OPPORTUNITIES FOR
MORE NEW BUSINESS**
Extras, Referrals, Prospects

START WITH THOSE THAT LOVE YOU!

A close-up photograph of a white ceramic coffee cup filled with a latte. The coffee has a thick layer of white foam on top, decorated with intricate brown latte art that forms a starburst or floral pattern. The cup is placed on a matching white saucer. The background is a dark, textured surface, possibly a table.

10 – 100 – 1000

Dunbar's Number
Saying NO!

USING YOUR LOVE LIST TO TURN ONE CLIENT INTO MANY MORE!

GET A WRITTEN
TESTIMONIAL

ASK FOR A
REFERRAL

WHICH
WEBSITES?

GET A VIDEO
TESTIMONIAL

ASK FOR
CONNECTIONS

WHICH
GROUPS?

GET A LINKEDIN or FB
RECOMMENDATION

WHICH
MAGAZINES?

WHAT OTHER
PROBLEMS?

A magnifying glass with a black handle and a clear lens is positioned over a document. The lens is focused on the words "Own Niche" which are printed in a dark font. The background of the document is a light green color with some blurred text, including the words "Very" and "Own Niche" visible. The overall image has a green tint and a slight motion blur effect.

Pick a Rich Niche

**“These things, for these
people, at these times,
in these locations for this price”**

RICH NICHEs – Pick 2 or 3!

- **Geographic Niche** e.g. Local Area (10km Radius)
- **Cultural Community Niche** e.g. Chinese / Indian
- **Industry or Sector Niche** e.g. Teachers or Navy
- **Demographic Niche** e.g. Families Gen X (30-50)
- **Club or Special Interest Niche** e.g. Golf or Cars
- **Specialist Expertise - Product Knowledge Niche**

GET REALLY AWESOME! –

BE A NICHE EXPERT ON YOUR WEBSITE

PROFITABLE CLIENT NICHES

REGIONAL GROWTH INDUSTRIES?

HOT & NEW BUSINESS SECTORS?

SEGMENT YOUR DATABASE – A,B,C,D Grade

SAY NO! & SACK SOME CLIENTS (PITA Factor)

PROSPECT OF THE MONTH - POM

“If you don’t LOOK for them,
you don’t find them!”



LOOK FOR YOUR CLIENTS OF CHOICE

GROWTH SECTORS FOR NEW BUSINESS

NEW POLICIES > \$1k

Food Manufacturing & Processing

Transport and Logistics

Tourism

Sport Rec and Entertainment

Indigenous and Community Services

Retail/Wholesale

Property Owners

Construction incl hiring and Drilling

Professional Services

Hospitality - Hotel and Club

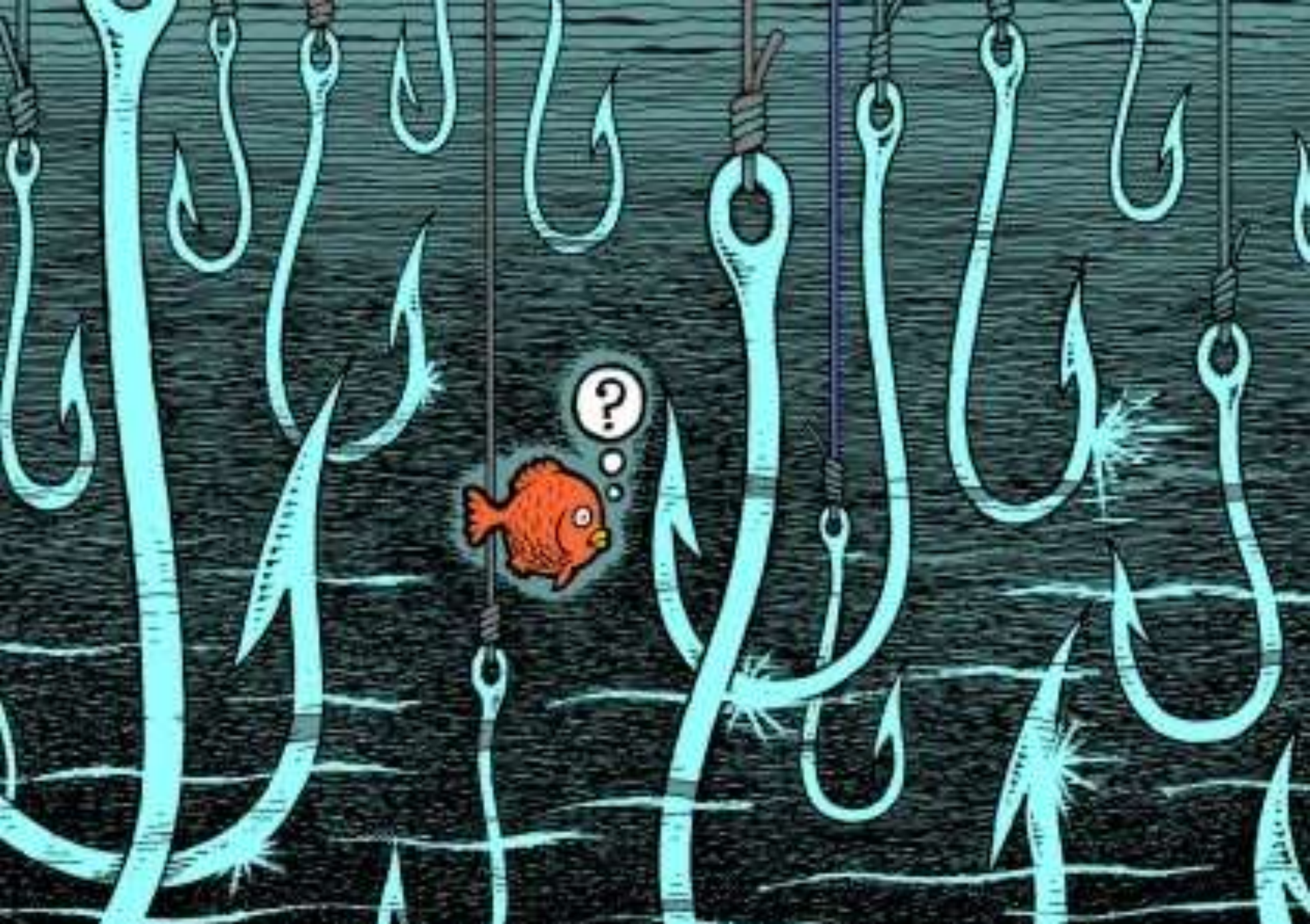
HOT & NEW BIZ SECTORS

B2C

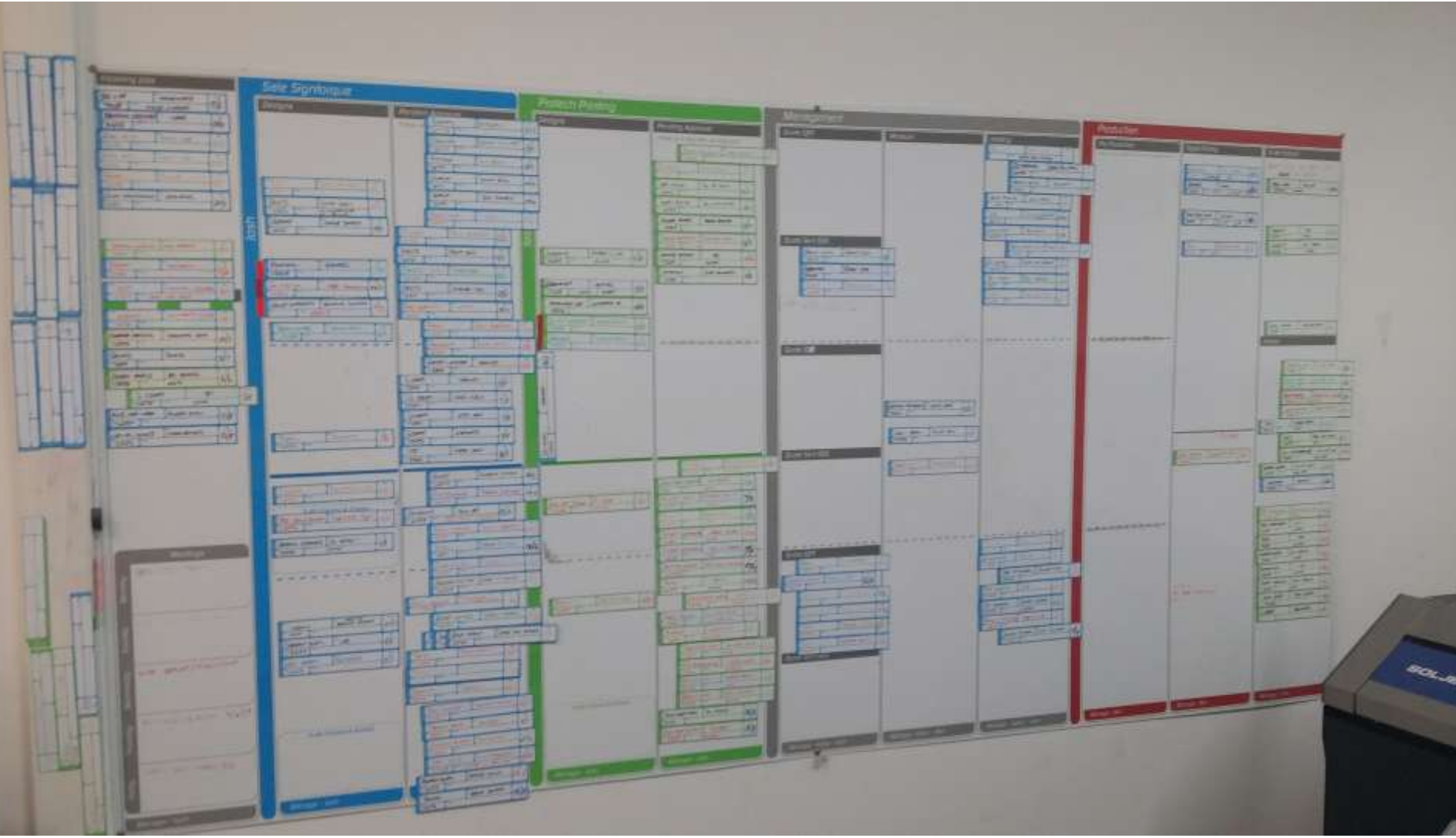
- Café/Wine Bar/Bistro
- Aged Services
- Caravan parks
- 24/7 Gyms
- Nails/Beauty/Laser
- Sheds / Carwash
- Organic Foods
- Church/Vinnies/Salvos

B2B

- Energy/Gas/Waste
- Telco/Tech/Web
- Safety/OHS
- Facility Management
- Employment Services
- Agricultural / Food
- Packaging Supplies
- Serviced Apartments



VISIT SIGNWRITERS FOR NEW BUSINESS



COLLECT MORE DATA!



USE YOUR BUSINESS CARD COLLECTION - THE POWER OF WEAK CONNECTIONS



Linked 

OFFERING EXTRAS & ADD-ONS

ACT LIKE A DOCTOR! - ASK MORE DIAGNOSTIC QUESTIONS



“First tell me what you’re buying,
then I’ll tell you what I’m selling.”

A close-up photograph of a person's right hand holding a silver pen, positioned over a checklist on a white surface. The checklist consists of five diamond-shaped boxes arranged in a descending diagonal line from top-left to bottom-right. The top two boxes contain a checkmark, while the bottom three are empty. The word 'CHECKLIST' is printed in a bold, black, sans-serif font, slanted upwards to the right, above the first two boxes. The background is a plain, light-colored surface.

CHECKLIST

Process Pays Off

**“Give me a checklist
& I can rule the world!”**

Sell more Add-ons



“fries with that?...”

YOUR LIST OF ADDONs & EXTRA's?

- ✓ Personal - Household Insurance
- ✓ Landlord Insurance
- ✓ Amounts Insured? \$5m \$10m \$20m
- ✓ Business Interruption (BI)?
- ✓ Commercial Motor?
- ✓ Management Liability - Bullying?
- ✓ Cyber Hacking - Privacy Rules?
- Other **Combos?**



**“How hard you work and
how much you make are
not always related.”**

Quality x Quantity

Work Smart

F.T.I.

= Failed to Implement

There is no “Magic Solution”

Work on a lot of little
improvements

100 x 1% is harder to copy

Just Get Started

**“Movement
precedes motivation”**

**SMALL DAILY
IMPROVEMENTS
ARE THE KEY TO
STAGGERING
LONG-TERM
RESULTS**



7 STEPS TO BUSINESS GROWTH

- ✓ LOVE YOU / TEAM (Energy & Mindset)
- ✓ LOVE THE BRAND (Reputation)
- ✓ LOVE THE PRODUCTS (Uniqueness)
- ✓ LOVE THE VALUE (Reasons Why?)
- ✓ LOVE THE DEAL (Price & Terms)

- ✓ LOVE THE EXPERIENCE (Delivery)
- ✓ LOVE THE FOLLOW UP (Relationship)



**GO SPREAD
THE LOVE!**

BEST WISHES FROM DAVE!

For a FREE COPY of
this Powerpoint
and a great Manual (pdf)

www.davidstaughton.com.au

Email: david@davidstaughton.com.au



STAFF, SALES & STRATEGY