

The Here and Now!!

By Roger Bostdorff

Recently I was talking to a prospective client regarding B2B Sales Boost facilitating a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis. This analysis is done with the objective of driving a Strategic Plan. I cannot tell you the numbers of companies that I have talked with that have gone thru this exercise only to create a notebook full of notes that just sit on the shelf. Maybe your organization has experienced this as well. That is the reason that when I am involved we create Action Items with target dates of completion and assigned to individuals. I follow this with quarterly meetings to insure that the items that were identified as necessary are actually getting done. The President of the company and his top three lieutenants all agreed that this needed to be done asap. They kept telling me that they would be getting back to me with their calendar so we could schedule the needed meetings. However, they never actually called to set up the calendar. I finally called to set up a breakfast meeting to see what was causing the delay.

While having breakfast with the Owner of this small company he shared with me that although everyone agrees that they need to create a Strategic Plan, he was short on cash. His sales are down (he certainly is not alone here) and his concern is not long term as much as short term at the moment. Frankly his predicament reminded me of when Lou Gerstner took over as President and CEO of IBM. A reporter asked Mr. Gerstner if he was going to create a new mission statement for IBM. Mr. Gerstner replied, "IBM does not need a new mission statement, IBM needs to execute!"

My client and I laid out a plan that will focus on the "here and now." This plan needs to focus on how to drive tactical sales so we can generate cash as soon as possible. We talked about his cashflow and quantified his window. (How much cash and Accounts Receivable does he have and how long should it last?) We then started to dissect his business from previous years by segment. We created a list of customers from the top revenue producers to the bottom. We created a second list that ranked his revenue by each service segment of his business. We then used this data to create a hit list of potential established customers to get in front of. We also used this data to put together a marketing approach that communicated to prospects that were very similar to his existing clients what services this company offered and what benefits his current clients were seeing by doing business with my client.

Small and Medium business sometimes do not have the luxury to wait for results. The current times are quite challenging. However, the good news here is that my client understood his cashflow challenge. My question is, do you? What are you doing about

to insure that your cash extends beyond your runway of challenge. What are you doing to increase you're here and now?

Roger Bostdorff is the President of B2B Sales Boost, LLC. He spent over 30 years with IBM in sales, sales management and General Management. B2B Sales Boost is a consulting company helping

organizations improve their sales and overall business processes. You can find more about B2B Sales Boost on the web at www.b2bsalesboost.com or calling 419-351-4347. B2B Sales Boost is also

available for public speaking engagements. If you would like to receive the B2B Sales Boost Newsletter please send an email to sales@b2bsalesboost.com