



How To Transform Your Business

Success Guide: Services

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Introduction

Welcome to the first day of your new business. There is little doubt you now have access to one of the world's most successful business transformational systems.

This guide has been written for you if you predominantly sell services or professional services. It doesn't matter whether you sell them offline, online, door-to-door, by mail or any other means (other than by retail – you're reading the wrong guide in this case! If you do, go to the 'Implementation Plan – Retail'), or you sell business-to-business or business-to-consumer.

Before we get started, it's worth pointing out that when it comes to effective sales and marketing, it doesn't really matter whether you sell products or services or whether you operate a retail store or run a restaurant. But of course there are a few differences. This guide has been written to explain the significant differences between them.

The IQ Hub Transform Your Business Program is essentially 95% applicable to you no matter what you sell, so you'll see examples from many different industries. This is good news for you. Why? Because you can learn so much from other industries. Every template, every example, every strategy can be modified to suit **YOUR** business.

Just because there is an ad for a manufactured 'widget' doesn't mean you can't 'swipe' that successful ad and make it your own to sell your services.

THE FACT IS THAT THE STRATEGIES THEMSELVES, AND MORE IMPORTANTLY 'HOW' THEY ARE PUT TOGETHER, ARE UNIVERSAL. YOU JUST NEED TO APPLY THEM SLIGHTLY DIFFERENTLY TO YOUR SERVICE BUSINESS.

If you are at all worried about this, rest assured. There are hundreds of business owners all over the globe who have used the Transform Your Business Program to grow their businesses and generate millions in extra sales and profits.

But with that in mind, let's now look at the elements you need to focus on to achieve sustained growth for your service-based business...

Elements You Need To Focus On When Selling Services

1. COMMODITY SELLING (AVOID AT ALL COSTS)

Although with services it's harder to compare 'like for like' (because they're less tangible than products), you are still at huge risk if you don't work hard to differentiate and add value to them.

In fact, as you read this guide right now, it's highly likely that you're already (to some degree) drawn into the dreaded world of 'commodity selling'. In other words, people will rightly or wrongly assume you are selling the same service(s) as your competitors and therefore shop for the cheapest price (why, in their mind, would they pay more for the same service?).

The proliferation of internet selling, comparison websites and the ease with which buyers are able to compare prices (iPad and other devices have made this so easy for the buyer), has left many service-based businesses floundering and forced to sell on price and price alone.

We work with hundreds of the world's most ambitious accountancy firms and many of them (prior to joining us) were suffering the same 'disease' of commodity selling.

YOU MUST AVOID THIS AT ALL COSTS!

2. YOU MUST DIFFERENTIATE AND ADD HUGE VALUE

To avoid your services falling into the trap of commodity selling you must make clear to your clients/customers/patients the value you are providing, over and above everyone else.

You have three key areas where you can do this...

- THE SERVICES THEMSELVES: Depending on the services you sell, this may be easy or virtually impossible. For example, if your service is itself unique (even if it is unique right now – how long will that luxury last?) then you must clearly communicate why it's unique. Why it's different. What people get in terms of the benefits of the service. S-P-E-L-L it out to them so there is absolute clarity in their minds why your service is the one for them.

You should also use the approaches below to further differentiate and add value to your services.

If your services are very similar to other competing services or even the same as them (and you can't do anything to change them) you MUST use the following approaches to differentiate and add value...

- MAKE THEM MORE 'TANGIBLE' BY 'PACKAGING YOUR SERVICES': When we first started out in marketing the real focus was service businesses. One of the key strategies we always applied was to 'package' the service.

What this means is that you take your particular service and turn it into a 'product' (or at least so people can see what the service entails and includes). THIS IS A VERY SUCCESSFUL STRATEGY FOR EVERY SERVICE BUSINESS TO USE.

In fact, there is a complete section in the IQ Hub Transform Your Business Program on this. See the 'Creating Effective Marketing' section 'Naming Your Product Or Service' (naming your service is another great way to differentiate it from the competition and adds considerable perceived value to it!).

DO NOT MISS THIS STEP OUT!

- SERVICE DELIVERY: What can you do that sets you apart from the rest of the competition in terms of your service *delivery*? Service delivery comes in several guises...
 - Technical Expertise: If you and your staff have superior technical expertise to the competition, then this is something you should focus on.
 - After-Care & Servicing: Once you've sold the service, what 'after-care' and ongoing 'servicing' can you provide? After-care and servicing are both huge differentiators. But don't keep them a secret. Use them as sales aids. Tell your client/customers/patients what happens once they've bought from you.
 - W.A.Y.M.I.S.H.: This stands for 'Why Are You Making It So Hard'. This includes how easy (or hard) you make it for people to buy from you.

Often forgotten and neglected, you need to ensure that doing business with you is a pleasure and very easy to do. The harder you make it – the fewer sales. Simple!

- Guarantee: You MUST offer a guarantee. We recommend you spend time really focusing on ‘Guarantees’ and ‘Sales Barrier Demolition’ – both found in the Marketing Assets section (see below).
- THE MARKETING ASSETS: As you work through your Implementation Plan, you’ll automatically create your own Marketing Assets.

‘Unique Perceived Benefit’, ‘Guarantees’ and ‘Sales Barrier Demolition’ that we’ve mentioned above are all Marketing Assets, but all the others (there are 9 in total) must be used to add considerable value to your services and make them easier to SELL. The single biggest reason why most marketing fails or doesn’t achieve optimum results is that the strategies being used simply do NOT use the Marketing Assets. READ THAT AGAIN!

Systems, Systems, Systems

Yes, this section is in the Success Guides for all the 4 main business categories, but it’s far too important to miss out.

You MUST set your business up so it can operate without YOU. Yes – without YOU. Why is this so important? Several reasons...

- If You’re A Slave To The Business – It’s Not A Business – It’s A Job And You’ll End Up Hating It: Ask yourself this simple question: “If I had to go away for a month with absolutely NO contact with my business, would the business survive?” The ONLY way to do this is to create operational systems that your staff are trained in. Whether you take time away from the business or not – that’s not the point. The key is, if you had to – could you? Systems are the answer.

- Far Less Reliance On Staff: This almost seems to contradict the first point. But when you create operational systems, you become far less reliant on staff. If systems run the business, rather than people, you'll never, ever be vulnerable to staff leaving or holding you to ransom!
- Systems Help You Get Consistently Good Results: When you systemise the business, you're forcing things to be done right. Yes, it's never perfect when humans are involved, but systems give you the best chance of getting predictable results – every time.
- Spot Poor Staff Quickly: The employment laws in every corner of the globe are getting more and more biased towards the employee rather than the employer. As employers, we take all the risks. All the hassles. All the problems.

Staff can get away with murder (not quite, but you know what I mean), and it's harder than ever to get rid of poorly performing staff.

If they can't follow a simple set of procedures and get a high-quality consistent result – they need to be let go – and quickly. Without systems in place, it may take you months to eventually discover they're poorly performing. But with systems in place, you'll spot poor staff quickly.

- You'll Be Able To Recruit The Best: Good people recognise the difference a well-run business can make to their lives and livelihoods. It says a hell of a lot about the business owner when they put so much emphasis on systems. Recruiting the best staff is so much easier when you have systems in place.
- It's What World-Class Businesses Are Founded Upon: The best businesses in the world are reliant on operational systems and NOT on people.
- Easily Scalable: With systems in place, it makes it very easy for you to scale the business up.
- Insurance Money Can't Buy: With systems in place, you create a powerful protective shield around your business that insurance simply cannot replace. What would happen tomorrow if (God forbid) all your staff walked out?

With systems in place, the task of replacing them is so much easier and training becomes far less arduous (although no less important).

- Maximum Value On Sale: Perhaps one of the best reasons to create a systems-based business is that you optimise its value on sale (whatever form that is). Think about two similar businesses. Similar in sales, profits, overhead, number and value of customers, etc. But one is systems-based, the other isn't. Which one would you buy? Which one would you pay more for?

Yes, it takes time to create your 'operations manual', but you'll thank us forever more once you create a systems-based business. At IQ Advisor we can help with this process.

All you have to do is look at each element of your business and write down the exact steps required to fulfil that particular task.

The perfect operations manual is one that a new member of staff can follow (even without training, although we don't recommend no training!) and deliver the perfect result immediately.

Difficult?

Actually, it's easier than you may think. If you've got staff in place, get them to write down all the steps for their particular responsibility. You just make sure it all fits together and that there are no gaps.

Don't dismiss this as 'not that important'.

Until you've created your ops manual you won't appreciate its worth, but through experience we guarantee you'll thank us!

Summary

That's barely 7 pages. But don't let that fool you. Those 7 pages contain the ingredients of success for you. And while the total pages in the Program are over 2,500, these 7 pages are without doubt the most important.

And if you follow them, your rewards will be substantial...

As long as you differentiate your services and add value, you'll never have to compete on price. Buyers won't be able to compare 'like-for-like'. And you'll increase your sales, and with the correct pricing in place – your profits will soar. And when you systemise your business, it becomes much more valuable to you, both operationally and on exit.

We understand that, when you are considering investing a considerable sum of time in the Program, you're still probably feeling apprehensive, skeptical and even nervous about embarking on a journey that, without question, will challenge everything you ever thought you knew about sales and marketing.

But trust us, as many hundreds of businesses have already (it may be hard for you, but you'll get so much more out of the system if you do).

All the bold claims we make to you are backed up by results. Results of hundreds of businesses all over the world. Now it's your turn to write your own success story.

Your journey starts with one small step (and a fair bit of reading!). You're now ready to move to the next stage of the Implementation Plan...

The 'IQ Hub Transform Your Business Program' will be your holy grail for the rest of your business's life.

Enjoy the journey!