

# **Business Building Webinar**

## **Goals for 2017: The Seven Questions Every Business Should Ask...**



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# Goals for Today

- Housekeeping
- Quick intro
- Presentation
- Q&A



Leave with at least one idea for yourself  
that you will use – *today*

# Housekeeping

Business Building Webinar

## Goals for 2017: The Seven Questions Every Business Should Ask...



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Questions

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Webinar Housekeeping  
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**GoToWebinar**

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# Quick Intro



**Steve Porcaro**  
President  
1-4-All Coaching, LLC

- **Present**
  - Founder, SalesPlus Coaching & Mastermind Groups
  - Business & Executive Coaching
  - Workshops & Facilitation
  - LinkedIn Medical Device Sales Groups
- **Industry experience**
  - Distributor
  - Sales Consultant
    - Orthopedics – trauma, sports, recon, etc.
    - Field Trainer
- **U.S. Navy Hospital Corpsman**
  - Surgical tech
  - First assist
  - Central supply



# Question #1

- Business Total revenues (sales)  
\$\_\_\_\_\_ in 2016 – (projected)
- My goal \$\_\_\_\_\_ in 2017  
(an increase of \_\_\_\_ %)
- **Hint:** Think about what you have in the pipeline? Have you updated your business vision/ strategic plan for 2017? What's realistic?





# Question #2

- The key factor that will most affect my ability to achieve the above goal is?
- **Hint:** What is the #1 thing that will help or hinder you reaching this goal?
  - Competition
  - Employees/team
  - Cash flow
  - Infrastructure
  - Sales/marketing efforts



# Question #3

- I expect it to be my key(s) area of growth to be from:
- What product & services?
- Change in from 2016 to 2017 \$ or %
- What are the top 3 targets?
- **Hint:** use S.M.A.R.T goals



# Question #4

- The **single most important improvement** I can make in my business in the coming twelve months is?
- **Common Examples:**
  - Sales/marketing
  - Build/replace team
  - New products/services
  - Operations
  - Other?





# Question #5

- By the end of 2017, my professional achievement will have been?
  
- **Common examples:**
  - Closing deal/account
  - Hire assistant
  - Finish project/education/training
  - New system or process in place
  - Other?



# Question #6

- The one thing that needs to be accomplished in order to realize your goal stated in number 5, above is?
- **Tip:** Be specific. Common examples,
  - Better organization
  - Strategic planning
  - Time management
  - Delegate
  - Follow-up



# Question #7

- In 2017, the capability of my business to provide the quality of life I am seeking will be indicated by my ability to meet my goal based on my “Personal Score Card.” My personal goal is?
- **Hint:**
  - # of nights each week I’m home for dinner
  - # rounds of golf per month,
  - # of total weeks of vacation
  - Be S.M.A.R.T (Specific, Measurable, Attainable, Relevant, Timely)



# Summary

- 50k foot view
  - Good foundation
  - Connect with SWOT, vision, and business plan
  - Guide your planning for quarter, month, week
  - Start early and plant seeds of success for 2017!
- 
- Next Business Building Webinar – 12/14



# Take Aways & Questions



**The best view comes  
after the hardest climb.**

# Planning for Success: Seven Questions for 2017

Take a moment to think about where you plan to be by this time next year.

1. In 2016 our revenues were \$\_\_\_\_\_. Was this a record? Y / N / Don't know (circle one)  
 In 2017, I expect them to be \_\_\_\_\_, an increase (decrease) (circle one) of \_\_\_\_\_%.
  
2. The **ONE THING** that will most affect our ability to achieve the above goal is  
 \_\_\_\_\_.  
*(Hint: it should be related to your areas of excellence as determined by your strategic driving force)*
  
3. Our profit margin will go from \_\_\_\_\_% to \_\_\_\_\_%. (*Gross or Net - whichever you use to manage business*)  
 I will review company cash flow positions \_\_\_\_\_ times per \_\_\_\_\_.
  
4. The **single most important** improvement we can make in my company in the coming 12 months is:  
 \_\_\_\_\_.
  
5. By the end of calendar 2012, my **personal** role in the company will have changed in the following manner: \_\_\_\_\_.
  
6. The **ONE THING** that needs to be accomplished in order to realize the goal stated in number 5, above is (*be specific: e.g. if you need to delegate, what duties must be delegated?*)  
 \_\_\_\_\_.
  
7. In 2012, the ability of my business to provide the quality of life I am seeking will be indicated by my ability to meet my goal on the following "Personal Measure."  
 \_\_\_\_\_.

*(Hint: # of nights/week home for dinner, rounds of golf/month, # of total weeks vacation, **IT MUST BE MEASURABLE!**)*

### **To help get you started, ask yourself**

- What part of your business needs the most improvement?
  - What could you do to have the most positive impact on your business?
  - What major effort will take the year (or close to it) to accomplish?
  - Which project must be done first in order to accomplish the others?
- => Should you implement, improve, or replace: (*Choose Only 3 to 5 => check or number by priority*)

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Organizational Structure | <input type="checkbox"/> Marketing Program        | <input type="checkbox"/> Competitive Differentiation |
| <input type="checkbox"/> Training Programs        | <input type="checkbox"/> Strategic Planning       | <input type="checkbox"/> Middle Management           |
| <input type="checkbox"/> Staff Members            | <input type="checkbox"/> Cost of Goods Sold       | <input type="checkbox"/> Value Added Services        |
| <input type="checkbox"/> Policies and Procedures  | <input type="checkbox"/> Distinctive Competencies | <input type="checkbox"/> Customer Satisfaction       |
| <input type="checkbox"/> Accounting Systems       | <input type="checkbox"/> Company Dashboard        | <input type="checkbox"/> Purchasing or Cost Controls |