

A background image showing a business meeting. In the foreground, a person's hands are visible, holding a red pen and writing on a document. In the background, another person is sitting at a desk with a laptop, looking at the screen. The scene is brightly lit, suggesting an office environment.

**LIVE WEBINAR**

# Setting up for the Best Start for the New Financial Year

**Mon, 21st Jun 2021, 1PM – 2PM AEST**



**KEY  
BUSINESS  
ADVISORS**

*Taking Businesses from Good to Great*

# Setting up for the Best Start for the New Financial Year

## Today's webinar will cover:

1. Having good customer insight
2. Understanding customer foresight
3. Understanding industry trends, target markets and competition
4. Packaging your product and services for good revenue
5. Refresh your Business Plan for growth




**Colin Wilson, Director KBA**



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**LIVE WEBINAR**

## Setting up for the Best Start for the New Financial Year

Mon, 21st Jun 2021, 1PM – 2PM AEST

**KEY BUSINESS ADVISORS**  
Making Businesses Move Good to Great

**CITRIX**

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Webinar ID: 275-918-366

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## Mission



Our Mission is to take  
businesses from Good to  
Great

## Purpose



Our Purpose is to take customers on a  
journey to help them improve their  
business through all aspects of  
employee engagement and  
performance



# SPECIALISING IN:



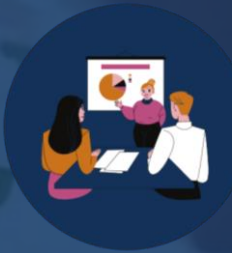
## Business Advice & Strategy

- Tailored Business Plans
- Strategic Planning
- Advisory Board
- Leadership Training
- Management Training
- Customer Centricity
- Employer & Staff Satisfaction Surveys
- DiSC Profiling



## Professional Sales Training

- Retail Sales Training
- B2B Sales Training
- B2C Sales Training
- Telephone Sales Training
- Customer Service Training



## HR Advice & Support

- HR Audits
- HR Consulting
- HR Software
- HR Training
- Payroll & Rostering Services
- Recruitment & Induction

## TOPIC 1

# Having good customer insight



# What is Customer Insight?

## Key Points:

- It is knowing what your customers want today – Understand the demand!
- It is about making life easy for customers to purchase your products and services
- It is about how they perceive good value for money
- Try reverse engineering how your customer see's the value through their eyes, and not yours
- Be on top of your game plan of what is trending today to stay ahead of your competition. I.e. Online as an example!





# Creating better 'Customer Insight' within your company



## Key Points:

- This is about getting your whole company focused on what can we do for your customers
- Think about how your team engage and approach your customers
- The way your team ask questions and make recommendations
- The way your team communicates to your customers through the sales process
- Most importantly, the way your team delivers on commitments and promises

# Outcomes from having good 'Customer Insight'

## Key Points:

- Better customer engagement and experience
- Higher dollar value spend per customer
- More customer loyalty for repeat business
- More google reviews, endorsements, referrals and recommendations
- It is your customers that grow your business through the products and services they buy, and if they like what your company offers, they will be back for more!



## TOPIC 2

### Understanding customer foresight



TEAM

**T**ogether

**E**veryone

**A**chieves

**M**ore

# What is Customer Foresight?

## Key Points:

- It is knowing what your customers want, are looking for or may want tomorrow – What can you foresee?
- Ask your best customers and your team for advice and tailor some solutions for better products and services
- Again, it is about how they perceive good value for money
- Maybe test the water with some customers first for reassurance of the value you want to achieve with them. I.e. Are they happy?
- And again, you must be on your game plan of what is trending in the market to stay ahead of your competition



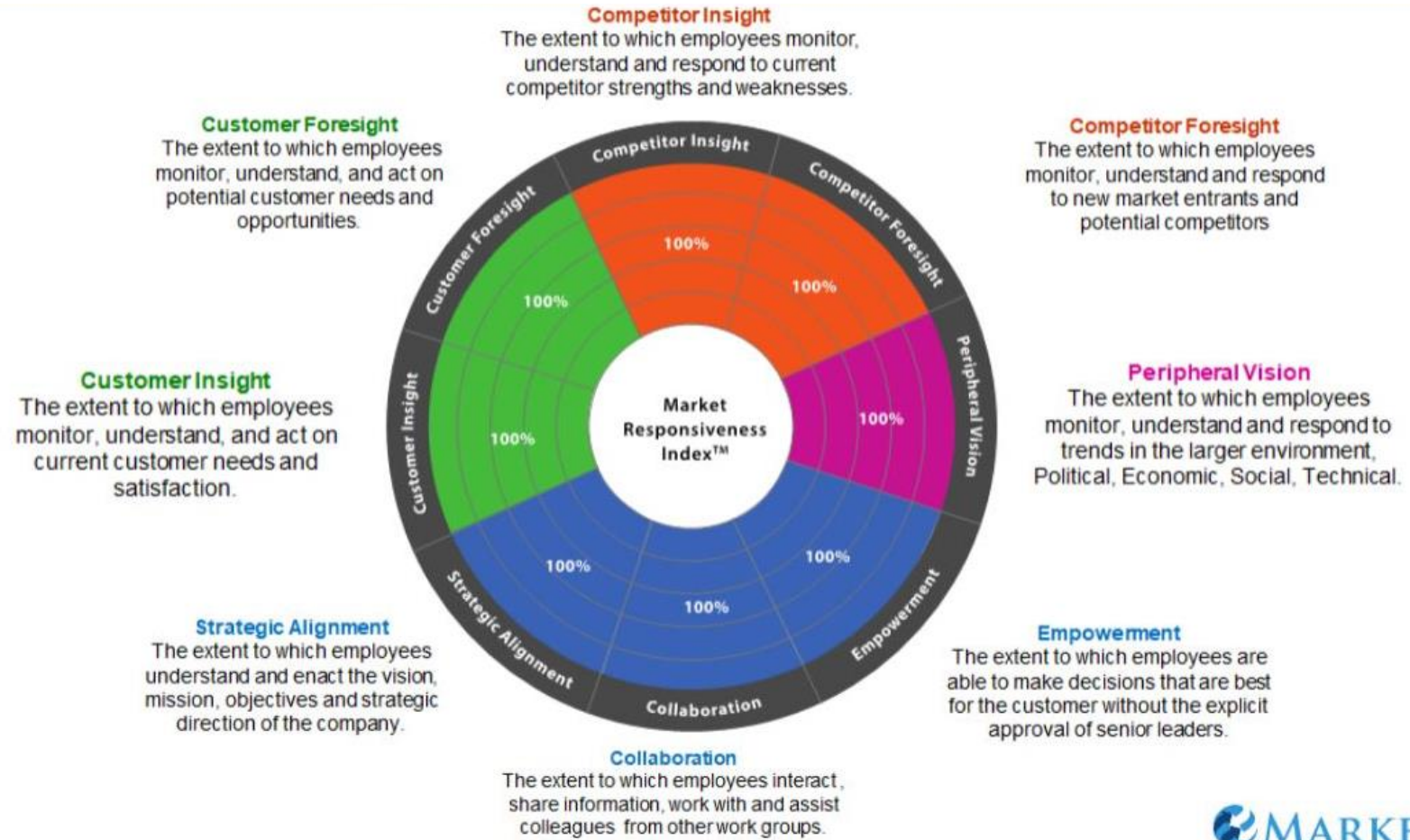
# Creating better 'Customer Foresight' within your company

## Key Points:

- Increases customer engagement and experience
- Again, higher dollar value spend per customer
- More customer loyalty for repeat business
- More google reviews, endorsements, referrals and recommendations
- And again, it is your customers that grow your business through the products and services they buy, and if they like you, what your company offers, they will buy more!



# The Customer Centric Model



# The Customer Centric Model

Factors	Customer Satisfaction	Innovation	New Product Success	Profit Growth	Profitability	Sales Revenue Growth
Customer Insight	✓	✓	✓			✓
Customer Foresight		✓				
Competitor Insight				✓	✓	✓
Competitor Foresight		✓	✓			
Peripheral Vision		✓				
Empowerment	✓	✓				
Strategic Alignment	✓	✓	✓	✓	✓	✓
Cross-Functional Collaboration	✓	✓	✓	✓	✓	✓

 MARKETCULTURE

### TOPIC 3

## Understanding industry trends, target markets and competition





# Understanding Industry Trends

## Key Points:

- With Covid, many companies have been forced to pivot their business, so what is trending in your industry?
- Look for evidence that will help you go after good opportunities or a niche market
- Find out what your potential customers are googling (What are the key words used when searching?)
- Do you have a good range of Products and Services that your customer wants to buy?
- Are you competitive in your offerings
- Look for gaps, strengths and weaknesses to leverage from
- Get outside help if needed



# Understanding Target Markets

## Key Points:

- It is very important to understand the customer demographics that you want to attract
- Segment your customers into categories
  - A-Class
  - B-Class
  - C- Class
- Know who/what you are targeting – ‘The Client & Industry Sectors’
- Create a Persona of ‘The Ideal Client’
- Look at vertical industries and the type of client you want to attract to your company
- Create a Marketing Plan behind your Targeted Segments and Industry Sectors
- Execute your strategy!



# Understand Your Competition

## Key Points:

- Benchmark your company with 2-3 main competitors
- Think about Competitor Insight & Foresight
- Design your marketing strategy
- Don't copy your competitors, dare to be different and have a point of difference
- Set clear goals and objectives
- Get your whole team involved that will help you link Strategy to Action



## TOPIC 4

# Packaging your product and services for good revenue



# Packaging Core Products

## Key Points:

- Look at what is selling well
- Identify what is not going that well and look at the reasons why
- Maybe you need to alter, revisit and refresh products that are not selling well?
- Look at new Products and Services that you can introduce to your company
- Identify ways that you can better package them as a good solution for your customers



# Look at Quality for Up Selling

## Key Points:

- Always offer a Good, Better and Best Solution
- Remember quality over quantity
- Always recommend what is best for the customer based on their needs
- People buy what is recommended so always refer to a case study of another customer like them
- Present and demonstrate the benefits of your recommendations



# Look at Add-Ons for Cross Selling

## Key Points:

- Consumers are always looking for a bundle or packaged deal
- Think about add-on products, services, warranties that can go with your recommendations
- People buy what is recommended so always refer to a case study of another customer like them
- Present and demonstrate the benefits of your recommendations
- Be honest, build that trust and follow a good sales process!



TOPIC 5

Refresh your Business Plan for growth





# Are you looking to Grow or Expand?



## Key Points:

Are you an:

- Emerging Business
- Growing Business
- Changing Business
- Exiting

# What does your new Business Model look like?

## Key Points:

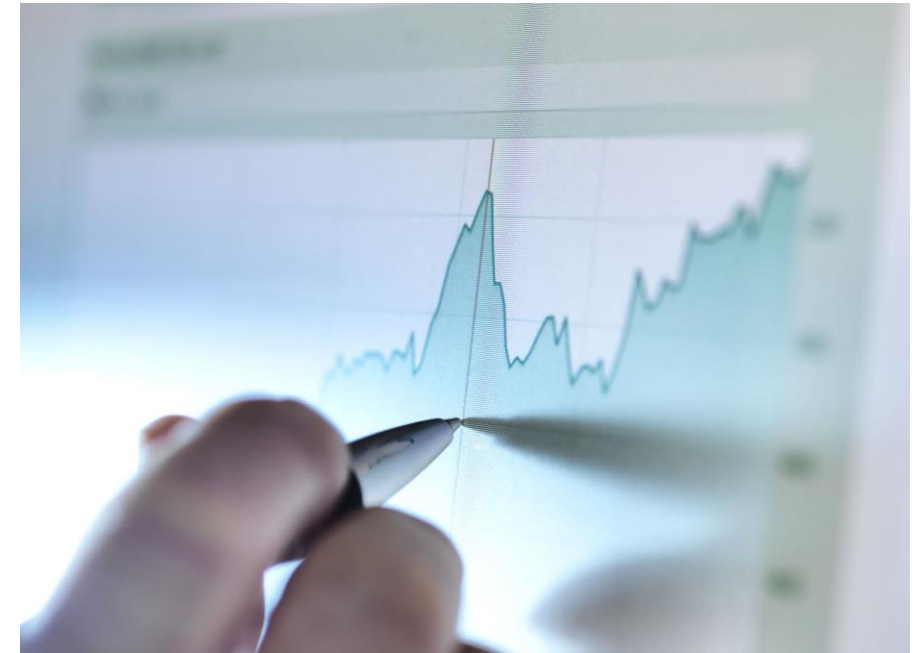
- Has it changed post Covid?
- Do you need to run an Online Business?
- What about Hybrid Model Business?
- Can you see new Business Opportunities?
- What about your marketing mix around Products, Pricing, Place, Promotion, Positioning, Processes and People?
- Do you need to refresh your Business Plan for the next 3 Years?



# Have the VISION to refresh your Business Plan

## Key Points – Something to think about!

- Where do you want to be in the next 3-5 years as a Business Owner?
- Consult with your Key Stakeholders/ Leadership to discuss opportunities
- Workshop and develop your strategy for the next 3 years
- Who do you want to get involved to take ownership?
- Where do you want to grow or expand?
- Be entrepreneurial and get advice and support to execute your thinking!





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## KBA Tailored Business Plan

12 STEPS TO START OR REFRESH  
YOUR BUSINESS PLAN

**CONTACT US!**  
[www.keyba.com.au](http://www.keyba.com.au)

Level 1, 213-219 Buckley Street  
Essendon, VIC, 3040  
P: 1300 4 ADVICE  
E: [info@keyba.com.au](mailto:info@keyba.com.au)

## Download our Free Tailored Business Plan Template

➔ <https://keyba.com.au/tailored-business-plan/>



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### KBA HELPS YOU WITH:

- ✓ Business & Strategic Planning
- ✓ Advisory Board
- ✓ Business Advice
- ✓ Staff Satisfaction Survey
- ✓ DiSC Profiling
- ✓ Leadership Training
- ✓ Professional Sales Training
- ✓ HR Advice & Support
- ✓ Recruitment
- ✓ Rostering & Payroll

## Business Plan Consultation Meeting with Colin Wilson

- Normally \$350ph
- For Webinar Participants The First 2 hours with Colin Wilson is reduced to \$200ph

**This offer ends 7 days after this webinar**

# Join us on the 27 July 2021 – KBA Workshop

## How to Manage and Motivate Staff through a HR Process

<https://keyba.com.au/workshop/manage-motivate-staff-hr-process/?how-to-manage-motivate-staff-through-a-hr-process-6>



# Any Questions?



**Call 1300 4 ADVICE**

**E: [info@keyba.com.au](mailto:info@keyba.com.au)**

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# BOOK YOUR FREE 15-MIN CHAT

With Colin Wilson

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[www.keyba.com.au](http://www.keyba.com.au) or email: [colin@keyba.com.au](mailto:colin@keyba.com.au)



## Topics Include:

1. How to prospect and engage with potential customers
2. How to network yourself into opportunities
3. How to use marketing methods to leverage more sales
4. How to present the best solutions to your potential customers
5. How to handle objections and close the sale

## Presenters:

Colin Wilson Director, Key Business Advisors

## Upcoming webinar – 19th July 2021

## Understanding the Value of a Good Sales Process

[keyba.com.au/upcoming-events](https://keyba.com.au/upcoming-events)

Thank you for attending today's webinar.

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**Call KBA on 1300 4 ADVICE for any advice or go to  
[www.keyba.com.au](http://www.keyba.com.au)**

**Stay Safe!**

