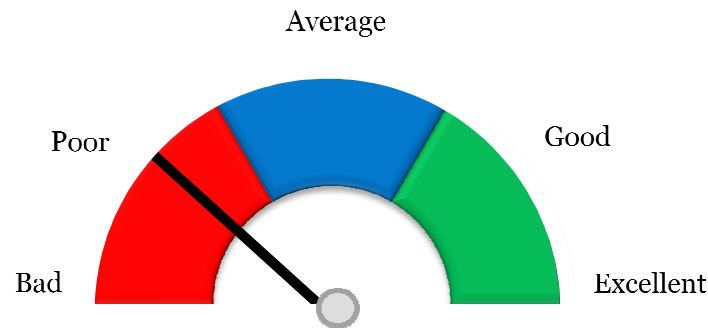


YOUR LEVEL OF CONSISTENCY & SYSTEMISATION

During the review period there was an analysis taken on the level of consistency that you can possibly offer your customers. This is displayed in the chart below.



By analyzing, perfecting, and documenting some of these tasks you will be able to improve the level of consistency in your business. In exactly the same way every time you do it, you will get the same results.

Consistency creates the reputation your business will be built on. Without it, you will constantly be learning from mistakes that you can't afford to make. Your business success formula must detail every element necessary to create consistency. If you do the same thing

Below are some areas that you may want to consider reviewing, perfecting, documenting and systemizing

Leadership systems – including planning, reviewing, and monitoring.

Management systems – including systems to monitor performance and ensure that the business runs like clockwork, managing quality, etc.

People systems – including recruitment, induction, appraising, managing performance.

Sales systems - including scripts on converting sales and up-selling customers.

Lead generation systems – all systems to promote your business and generate a potential paying customer.

Fulfillment systems – including systems to make, create, service, and deliver your product or service.

Marketing systems – including systems to monitor the environment, competition, customer and product trends. Researching and developing new products, services, new markets.