

7 Secret Tips to Double your Bottomline FAST

Abriged Version



This synopsis is to give you a glimpse of the full E-book version that contains all the detailed tips and secrets that have been tried and tested by experts and successful business owners in the automotive industry.



WHAT AM I DOING WRONG? WHAT CAN I DO BETTER?

You can still salvage a business on the brink of failure if you can determine what the cause is. Finding that weak point in the business will help you create the appropriate solutions. If you're feeling stagnant or slow in the business, there are so many ways you can increase your bottomline fast, but you have to act on it.

As the owner, you are responsible for the success or failure of your business. The first mistake you can make is not acknowledging that there is indeed a problem. It might seem like a small issue, but turning a blind eye to it won't make the problem go away. Just like an infrastructure, when you hit the weak points just hard enough, it will have the entire building crumbling.





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CHAPTER 01

KNOW WHY PEOPLE CHOOSE A BUSINESS

Consumer behavior, also known as the process of deciding and acting on customer purchases based on personal choice is vital to any company. Why is it so important to a business? Well, one of the main tools used is to establish effective marketing strategies that will work for your business.

You'll only know exactly how to position your business in the market once you know more about your audience and what drives them to buy and choose your business. Once you know their motives to purchase, you can work towards being desirable for them. Focus on factors that matter to them.

“ A consumer is a shopper who is sore about something ”

Harold Coffin

Former Columnist for Associated Press



01 How do you determine what drives their consumer choice?

Which factors should you prioritise?

02 How do you take these into consideration when it comes to running and raising awareness about your business?



CHAPTER 02

BRANDING MATTERS – ESTABLISH AN AUTHORITATIVE IMAGE TO THE MARKET

Know how you're going to utilise their consumer behavior. You need to know what makes a business attractive to your target market, so you can make your business attractive to them. Treat your branding as the face of your business. It's the first impression that any customer will have.

Branding is everything – the name, the logo, all the physical and digital assets, and basically anything that could identify you as a business. In a sense, your branding is the reputation you are trying to build. A good business without good branding is just simply not memorable, and memory plays a huge role in affecting consumer choice.

“ It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently. ”

Warren Buffett
CEO of Berkshire Hathaway



- 01 What exactly does branding mean?
- 02 What are the best branding strategies?
- 03 How can you establish your brand?



CHAPTER 03

ENSURE GREAT CUSTOMER SERVICE

One of the biggest factors that customers consider is the customer service before, during, and after the sale. Notice how online reviews often revolve around either the quality of service or the quality of customer service they get. Anyone at the frontline represents the company so a bad attitude can reflect wrong on you. Existing customers are just as important as potential ones, so you shouldn't downplay the importance of getting new and existing customers to choose you again.

It's a fact that some people are just too hard to please and can still have something negative to say about the business. Make sure you are reachable, whether through/call, by email, or on social media. When they reach out or post a review, you still have the chance to resolve their concerns before you lose a customer or two.

“ Do what you do so well that they will want to see it again and bring their friends ”

Walter Elias Disney
Founder of The Walt Disney Company



01 What's the importance of reviews and social proof?

02 How do you manage bad customer reviews?

03 What are the best practices for customer service?



CHAPTER 04

IDENTIFY AND KEEP THE RIGHT CUSTOMERS

What does it mean to have the right customers for your market? Well, once you identify the right leads, you're already one step ahead of the competition. Instead of wasting your efforts trying to convert people that might never turn up as customers, focus on the right audience for a higher probability of CONVERSIONS.

Imagine getting a 5% conversion rate just because you're not resonating with the market. There's no need to waste your efforts on the wrong people anymore with the right target market in mind. A killer sales funnel will get you more customers than you have ever imagined.

“ It takes months to find a customer...
and seconds to lose one ”

Vince Lombardi

Former General Manager of Green Bay Packers



01 How do you identify the right market for your business?

02 What are the best client retention strategies?

03 How do you set up an efficient sales funnel?



CHAPTER 05

MANAGE YOUR CASH FLOW WISELY

Your budget is everything. It dictates whether you can continue operating your business or if you'll just fall deeper into the red the longer you continue. Your budget is what you will use for your payroll, suppliers, rent, etc.

Most, if not all, businesses have debt. Some level of debt is good, especially if you are diligent in paying and if it's debt that's put to good use for your company. No matter how good your business is going, you must make sure you are managing your cash flow wisely. When you don't have a strategic budget plan, you are bound to fall into the debt trap.

“ Finance without strategy is just numbers, and strategy without finance is just dreaming ”

Emmanuel Faber

Former CEO of Danone



- 01 Why is budgeting important for all businesses?
- 02 How do you balance your debts and income?
- 03 What are some practical business spending tips?



CHAPTER 06

INVEST IN YOUR STAFF

The main mechanism of your business is the team behind you. No one can handle a business all on their own, let alone a service-oriented one. You must invest in your people because without them, your business won't run. There are many ways to invest in your staff, giving them the appropriate salary and benefits, rewarding incentives and bonuses when due, supporting their growth, giving them a conducive work culture, and having a clear roadmap so everyone is on the same page.

And because human nature is unpredictable, you can't expect perfection from your staff. You need to keep the peace and harmony within, which is why you need to know how to handle internal conflicts. Know when to respect employee boundaries, in instances where interference is not warranted. However, when it starts to affect the business, that's when you must take action.

“ To win in the marketplace you must first win in the workplace ”

Doug Conang
Former CEO of Campbell Soup Company



01 How do you manage employees?

02 How do you handle internal conflict?

03 What are the best recruitment practices?



CHAPTER 07

STAY AHEAD OF THE COMPETITION

In a competitive yet saturated market like the automotive repair industry, how does one stay ahead of the competition? Apart from the 6 previous tips already mentioned, you need to make sure that your business is exemplary in both service and marketing efforts. If you have an awesome branding, you must walk the talk. Otherwise, your 5 minutes of fame will soon be up. Sometimes, even an overall amazing business can still be slow on sales. This could be because of tight competition.

Instead of following the footsteps of your competitors, stay ahead and always be the first with the trends, adopting new technologies and staying relevant to the market. See what's new or what's in that could potentially help you land more clients.

“ The ability to learn faster than your competitors may be only sustainable competitive advantage ”

Arie de Geus

Former Head of Royal Dutch Shell's Strategic Planning Group



01 How to identify and utilise market trends?

02 What are some tips for staying relevant?

03 How do you innovative your business?



KNOW WHEN TO GET HELP

One of the most critical attitudes a good business owner should have is awareness. You should know when it's time to ask for expert help. Flow Media is comprised of people with individual automotive business expertise to help you focus on your areas for improvement.


Talk to us! A chat cost nothing and you never know, it could be just the thing to help turn your business around



BOOK YOUR FREE CONSULTATION!

If you're still feeling unsure, we're more than happy to assist you.
Feel free to contact us and we'll see how we can help.

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