



6-STEP BUSINESS CLEANSE

How to Get the Shit
Out of Your Business
and Get Things
Moving Again



THE 6-STEP BUSINESS CLEANSE

Founders often can't see the unproductive behaviors that slow down or completely stop up their internal systems. This brings business growth to a grinding halt.

It can be one thing to experience some slowdown due to seasonality or other changes in the global business environment (like a pandemic!), but when unproductive behaviors or business practices start piling up, they can easily morph into toxic habits that are prohibitive to growth.

At ScaleHouse we challenge leaders to detox and optimize their business behaviors and systems to get things running smoothly again. But oftentimes executive teams have a hard time identifying when internal systems are backing up... or where to start.

We've created this 6-step business cleanse to get things flowing again - and this time in the right direction.

1 BUILD YOUR COMPETITIVE MOAT

The term competitive moat is a phrase that was coined by Warren Buffet. This is a great visual to assess the defensibility of your product or service. Companies must ask themselves,

“What is our “ownable” space?”

“What makes us special and different?”

KEY TIP

An effective competitive moat does **NOT** include statements like:

We do
high-quality
work.

We work
globally.

We have PhDs
on staff.



Although high quality work or having highly qualified staff may allow you to compete more effectively, they aren't defensible nor they do not contribute to deepening the competitive moat, which is necessary to drive growth.

Landing on key differentiators can be challenging and uncomfortable, but the result can have a profound impact on how your team rallies around your message and effectively helps potential clients quickly understand where your business shines and why working with you (versus your competitors) is the most logical choice.

EXAMPLES

1. Unparalleled insight into contextually driven consumer behaviors, to provide a holistic understanding of the evolution of key wellness buyers.
2. Revealing key drivers of consumer choice via a proprietary set of behavioral frameworks.
3. Driving in-market success with the industry's first product innovation benchmarks and behavioral KPI's.

Strategic and well-articulated differentiators represent what makes the company unique and compelling. Note that a key differentiator that supports growth is one that centers around an "ownable" space in the market that can't easily be claimed by your competitors.

Challenge yourself to make big, bold claims that you can easily back-up!





IDENTIFY YOUR MARKET POSITIONING 2

Now that you know what makes you unique, you need to take a stand, and more specifically, understand who you're standing next to (or ideally on top of!). It's important to understand how your key competitors are perceived based on market positioning.

A comprehensive look at the competitive landscape is necessary to understand what white space exists and how unclaimed opportunities can be leveraged for exponential growth.

Once you define your key competitors (we recommend selecting no more than four for this exercise), the next step is to actually use desk research to conduct a market positioning competitive analysis.

Finding this exercise daunting? You're not alone. Many of the best research teams stare blankly into space when challenged with uncovering their competitive advantages. Ironically, some of the worst at marketing and research on their own brand are...marketing researchers.

Marketing tech and services firms rarely see the value in conducting research on their own brand and are challenged to let go of preconceived ideas or commit funding toward truly exploring competitive positioning opportunities.

At ScaleHouse we challenge our clients to abandon this broken thinking - **investing in research to illuminate business opportunities is invaluable to long term defensibility and company growth.**



TRUE STORY

One of the funniest conversations that we ever had with a market research company is as follows:

Scalehouse: Do you know where your brand awareness is in the market?

Them: No, we have no idea.

Scalehouse: Have you done any work to identify your key differentiators or what your clients think of your company or brand?

Them: No, we never have.

Scalehouse: Might I suggest you hire a company to do some research?

Them: There's no way I would ever spend money on that.

It bears repeating that a CEO of a market research firm said the above.

Market positioning analysis is not rocket science and often doesn't require primary research. A quick scan of competitors' websites, an audit of their social media pages and a look through any videos or digital assets are generally enough to understand their strengths and weaknesses. Making a concerted effort to see **how competitors are positioning themselves is time well spent.**

When you're clear on what untapped white space exists, it can be simple to fill gaps in service or product offerings and uncover key differentiators to craft an informed market position that can be exploited to create big wins in market share.

3 OPTIMIZE MARKETING & SALES PERFORMANCE

A leaky marketing to sales funnel can poison growth. When the marketing to sales funnel is not clearly mapped or optimized, there is inevitable confusion, delay and lost business opportunities from both prospective AND existing clients.

While it is clear in the digital era that the consumer (whether B2B or B2C) is in the driver's seat of the process, understanding their journey from consideration to trial to purchase is of utmost importance to reducing your time to close.

ATTRACT CONVERT CLOSE DELIGHT



Above is the buyer journey a typical salesperson would like to see. It bears considering how a pathway can be made straighter and more meaningful to an ideal prospect by optimizing marketing and sales collaboration.

However, the journey looks more like this:

ATTRACT CONVERT CLOSE DELIGHT



This represents a far more realistic view of the buyer's journey.



KEY TIP

High performing marketing and sales teams **work TOGETHER** to define the following:

- What are the greatest opportunities for prospects to discover our brand?
- When and how is it appropriate for us to engage in the buyer journey?
- What happens during our first point of contact with a prospect and what do we want their experience to be?
- What are the indicators that potential prospects have become a lead, a marketing qualified lead or a sales qualified lead?





DON'T LOSE YOUR LEADS TO A LEAKY FUNNEL

4

Once you're clear on the flow of your prospects, CRM compliance is critical. It's not scalable for companies to run a multi-million dollar company with the use of Excel spreadsheets, no matter how customized or detailed they may be. Lack of accurately tracking your marketing to sales funnel inherently leads to a "leaky funnel" issue, causing hard won sales leads to be lost.

Require all marketing, sales and account management teams to record any client facing efforts in a system built for customer data alignment.

Having issues with CRM compliance? This is not unusual! Consider implementing a company-wide rule that prospects or sales activities are not discussed in meetings unless they are properly entered in the correct deal stage within the chosen CRM.

Note that adherence to this rule will turn sales and marketing team meetings into more productive discussions, create more accurate pipeline and revenue projections and ensure any hard won leads aren't lost.

Sidebar: It's also entertaining to watch the surge of data flow in a rush of entries on Mondays when sales meetings are on Tuesdays.



In addition to CRM compliance, ensure that your Marketing Automation Platform (MAP) enables transparent marketing attribution within the CRM. CRM and MAP systems that seamlessly integrate guarantee leads that convert from a specific marketing campaign or event will be properly attributed, ensuring that marketing spend can be focused on those activities with the lowest CAC and highest ROI.

Ideally all marketing and sales activities should be based on data rather than emotional guesswork.

KEY TIP

Use a specialized CRM system like Salesforce, HubSpot, or an integration of any scalable CRM and MAP, to keep internal teams focused on revenue generation that is aligned with company goals.

When revenue performance reports can be seen in real-time, directly connected to agreed-upon KPIs, the conversation about leads and deals becomes one based on facts, not feelings.



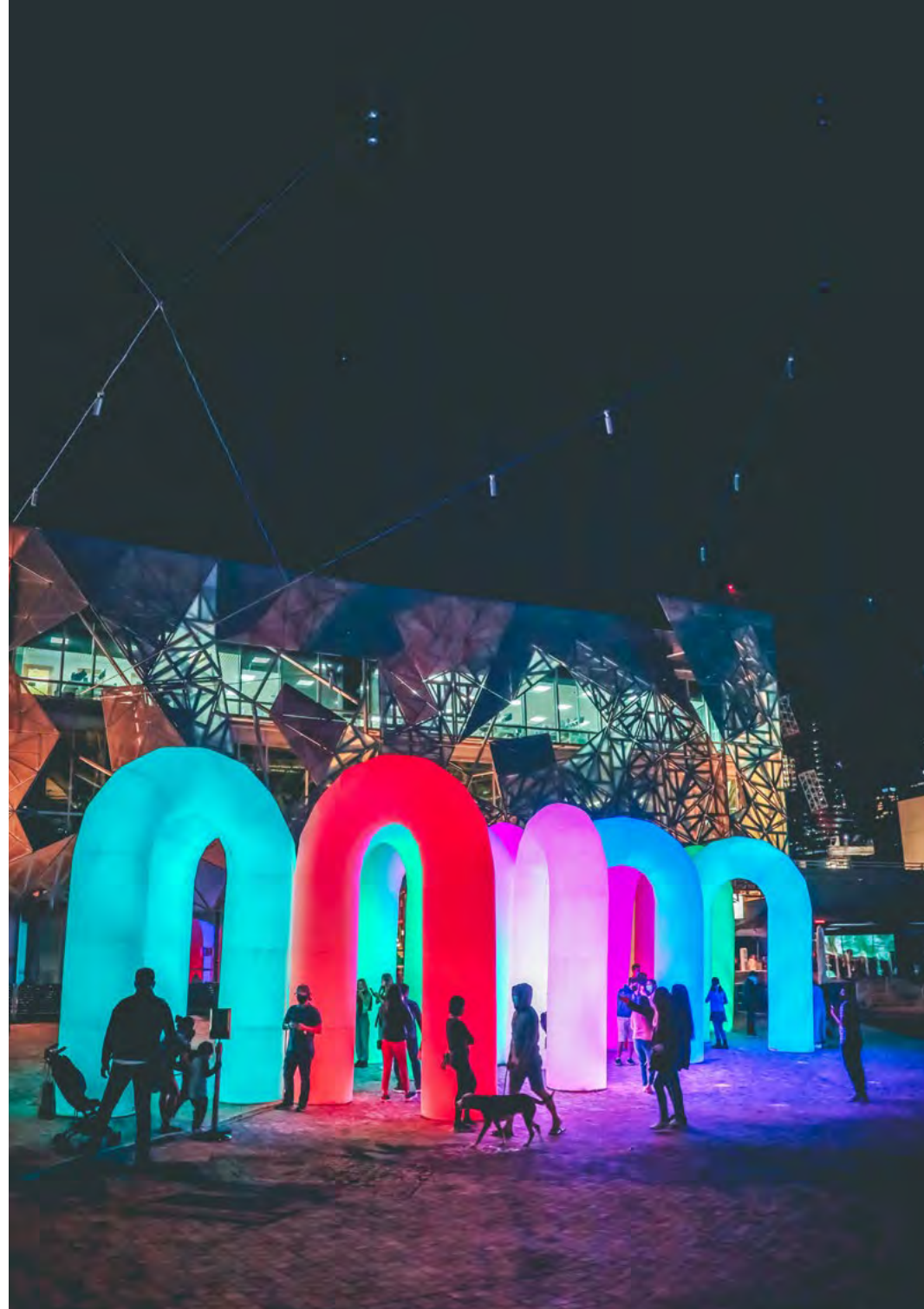
5 CLOSE THE BACK DOOR

Okay, you've made it this far and landed your dream seven-figure client. Now, how to keep them?

For all the good AI and automation have done in the sales and marketing process, nurturing existing customers as an activity should be exempt from both. In addition, mindlessly barfing details of new products or services to existing customers is rarely tolerated and will likely drive churn.

Instead, consider creating a “customer love” strategy to drive personalization and engagement among key clients. Your clients are humans first and they should be treated as such. Look for natural engagement opportunities and show genuine interest and empathy for the business problems your clients have tasked you with solving.

By establishing authentic connections you can ensure you're building deep client relationships that will stand the test of time rather than evaporating after the end of a project or contract expiration date.



REALITY CHECK

According to Forbes, bad customer experiences could cost organizations throughout the world **\$3.7 trillion annually**.

Generally speaking, your Customer Lifetime Value should be **at least three times greater** than your Customer Acquisition Cost (CAC). When properly nurtured, your CLV can be substantially higher.





BUILD YOUR ALL-STAR TEAM

6

If you hate receiving emails or messages on LinkedIn that sound like they were written by a marketing automation robot, you're in the majority.

No one wakes up in the morning and thinks, *"Boy, I hope I get one of those really impersonalized messages from a sales automation tool that offers me something that is totally irrelevant to my business."*



99.9% of humans hate robo-messages
n = 8.161 billion people**

***Caveat... we didn't do research for this. Sometimes you can just use common sense.*



KEY TIP

Building a great team means investing in their long-term ability to connect with key clients and manage many relationships and conversations at scale.

This means providing training in professional social media use, integrating editing tools like Grammarly for speed with accuracy, and investing in a sales and marketing automation platform that can manage messaging sequences that make sense. This will help you avoid sounding like someone reaching out with a message from a recently deceased relative you've never heard of with an amazing financial windfall earmarked just for you after making three easy bank transfers.

6-STEP BUSINESS CLEANSE

There you have it. Six easy steps for cleaning out your business pipes and getting revenue flowing again. This isn't rocket science but rather six field-tested steps that have been proven time and time again to unclog even the most stubborn of shit storms.

Still feeling stuck? Reach out to us for a 1:1 review of your business plumbing.

REACH OUT TO US

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