

6 STEPS TO HIGHER PROFITS!

**HOW TO INCREASE REVENUE
AND DECREASE COSTS**

**Using our proven evaluation
& implementation process**

*For Professional Services,
Manufacturing &
Distribution Companies*

By Brad Tornberg

Why Would You Spend the Next 4.7 Minutes Reading This Ebook?

I get you. You're the CEO, CFO, CIO, business owner or principal of a professional services, manufacturing, or distribution business. You're busy – no time for fluff. Maybe you requested this report because you need:

- Help in understanding technology and best to use it in your business.
- A go-to person who understands both the business issues and how to use technology to solve your problems for you.
- Someone who gives no-nonsense straight, honest answers as a trusted advisor and confidant, helping you make smart decisions.

That's me. I solve problems.

Actually, when it comes down to it, there are only two problems that stand between you and an exponentially more profitable business than what you have right now.

1. The problem of how to increase revenue

At its core, this is a business development challenge. How do you attract, engage, and convert more ideal leads so they become loyal customers who send more business your way?

2. The problem of how to decrease expenses

This is an operations challenge. There's a problem stemming from your people, processes, or technology (or more likely, some combination of the three). Unsolved, it will drain valuable resources and hobble your business while your competitors eat your lunch.

So how about this? I promise that in these three pages, you'll get enough of a high level understanding of the six steps (our proven implementation process) you should take to fix those two problems that you'll know what to do next. Oh, and I'm not the kind of consultant who marches in, scribbles up a report pointing out a thousand mistakes you're making, and then leaves you to sort it out on your own. E3 Consulting is unique in that we're about **fixing** problems. With more than 30 years in this business, a list of accreditations and certifications as long as your arm, and a host of vendors and resources we can bring in to do the heavy lifting, working with us is a huge relief – and one with an incredibly high ROI.

Enough of that. Let's take a look at the steps – both from the business development and operations angles.

“A problem well-stated is half-solved.”

Charles
Kettering

Step One: Evaluation and Assessment

On the operations side, usually there's a glaring gap that's causing problems in fulfilling customer orders, handling accounting, or keeping valuable employees. On the business development end, the issue is more a matter of working too hard to generate a meager trickle of new leads, and then watching them dwindle down to just a few buyers.

Everyone *thinks* they know what the problem is. Trouble is, most of the time they're not even close. It can be tough for someone on the inside – especially an owner – to get a clear picture of what's broken. Supreme clarity is attainable... if you know what to look for. When you've got an evaluation and assessment in black and white, what once felt like a colossal problem becomes a lot less unwieldy. You know what you've got to fix, and what you've got to fix it with. With a clear understanding of the problem, you are now in position to solve it.

Step Two: Solution Development

Solutions to operational problems mean fixing an issue with your people, processes, or technology. With business development, it's a matter of developing a strategy first and then choosing the tactics and tools best-suited for your particular business.

Finding a workable solution is a lot like unraveling a knot. Pull the right strings in the right order, and you'll make significant progress.

In fact, sometimes just by solving one problem, others disappear.

Any problem can be fixed if you can throw enough resources at it... but the reality of business is that you must sometimes make tough choices. A solution is worthless to you if it doesn't mesh with your budget – and if your leaders can't understand and buy in on the plan.

"The problem is not that there are problems. The problem is expecting otherwise and thinking that having problems is a problem."

Theodore Rubin

"Plans are only good intentions unless they immediately degenerate into hard work."

Peter Drucker

Step Three: Project Plan Development

Plan the work; work the plan. In many cases if you hire someone to fix it for you, you find yourself begging for some sort of status update. You agreed on a plan. You paid them to follow that plan. But are they doing anything?

Fixing a problem shouldn't be more stressful than living with the problem. That's why E3 creates a formalized project plan for our clients. As the project progresses, we have weekly status update meetings so you can see all that's going on as it's going on.

Step Four: Project Management

“Everyone has a plan: until they get punched in the face.”

Mike Tyson

In solving both operational and business development problems, you’ve got to mind the gap. The gap is the distance between the plan and reality. If the gap is allowed to grow out of control, your expenses will grow with it, while your revenue shrinks.

Most projects are a lot like trying to herd cats. You’ve got a tangled mix of vendors, resources, ongoing responsibilities, budgets, and time constraints to handle. If any one element glitches, it impacts the rest of the project. Expectations and resources must be calibrated and counted on a regular basis to ensure that the project stays on-track and that stakeholders stay informed along the way. Success in project management means knowing how to fix whatever problems arise in the process of fixing the original problem.

Step Five: Vendor Management

If herding your own cats seems like a challenge, try herding someone else’s cats. In solving an operational challenge, chances are good that the solution will involve third party vendors. Maybe you’re implementing new software, retrofitting a technology system, or reorganizing your staff. In business development, you might be working with content creators, website developers, graphic designers, or other service providers. How do you know the vendor is on-track for and on-time delivery? How do you know the solution will come in within your agreed budget?

“Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them.”

Paul Hawken

Your third-party vendors must be managed if you want to see the successful completion of the project. A good business operations or development

consultant should handle this task for you. A great one can handle it so well that you barely remember there were outside vendors at all.

**“Feedback is
the breakfast of
champions.”**

Ken Blanchard

Step Six: Post-Implementation Assessment and Next Phase Development

In this step, it doesn't matter whether the initial challenge was operational or development-related. All that matters is your results. What went well? What didn't go so well? What is our next step?

The great news is that if you get the first five steps right, the sixth one falls into place naturally. Upon completion of these steps, you'll have a clear picture of how you can further improve that area of your business – and a guide for doing so.

That's it. Three pages, 4.7 minutes.

Now you've got the bird's eye view of the source of your business' challenges and how to approach finding a solution.

If you'd like help with your particular business operations or development problem, I'd be happy to schedule time to talk with you. **Just call me at 732-735-6429.**

To your success,

Brad Tornberg

About Brad Tornberg

Credentials & Certifications

- MBA in Economics & Finance, Fairleigh Dickinson University
- Microsoft Certified for Customer Relationships Management (CRM) sales, implementation and Training
- E-commerce certification, LaSalle University
- Programming Certification, Chubb Institute & AT&T
- Great Plains Dynamics Instructor Certification
- Exact/Macola Software consultant in Manufacturing & Distribution (First certified worldwide)

Past Positions

- Senior Consultant/Project Management at Microsoft;
- CEO and Principal, Front2back Solutions, IMS, and Sofsearch;
- Director of Business Development, Wavebend

Education

- MBA in Economics & Finance, Fairleigh Dickinson University
- Microsoft Certified for Customer Relationships Management (CRM) sales, implementation and Training
- E-commerce certification, LaSalle University
- Programming Certification, Chubb Institute & AT&T
- Great Plains Dynamics Instructor Certification
- Exact/Macola Software consultant in Manufacturing & Distribution (First certified worldwide)