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## Revenue Growth Is Fast, Simple, and Free

Today, I run a seven-figure revenue-growth consulting practice by myself, out of my home. It's a very successful business, and there are few sole proprietorships with zero employees at this level.

But not that long ago, I would go to bed praying that I could feed my family, and when it comes to prayers, I don't really know what I'm doing. I had just changed business models, and I was going through the process of learning how to consult. There were months when we were literally out of money. It was a painful, anxious, frightening time, seared into my brain. Frankly, it was my greatest fear coming true. I promised myself that if I got things turned around, I would never be in that position again.

And then I started developing and applying my Revenue Growth Habit—the mindset changes and quick behaviors that make up this book. The techniques laid out in these pages were designed for my clients. But, they also moved my business from the struggle to serious success.

The Revenue Growth Habit turned my business around quickly, and transformed it into the thriving consultancy I run today. I don't think about running out of money anymore, because I know that when a need

for additional revenue arises, I can simply dial up the techniques in this book. They are like a rheostat, to be adjusted upwards and downwards, as needed.

These approaches have also grown the companies of dozens of clients by 10% to 20% in their first year with me. One client told me recently that his net profit is up by 100% as a result of our work together. Additionally, thousands of people in the audiences I speak to have successfully developed their own Revenue Growth Habit using just some of the techniques in this book.

I am sharing this with you not to be boastful. Rather, I want you to know that these are not just ideas. They are not merely concepts on the page, theories spoken from the stage. The mindset and behaviors I will teach you in this book have significantly grown thousands of businesses. Over the years, around the world, the Revenue Growth Habit has generated hundreds of millions of dollars of new revenue.

The best part? Growing your sales with my approaches is simple, free, and eminently doable. You can increase your revenue by 15% or more in 15 minutes a day, just like the subtitle of this book says, and the only investment that's required is a bit of your effort. I will tell you what to do. If you can give me 15 minutes a day, maximum, I will teach you how to dramatically grow your company.

## **Who This Book Is For**

Although my direct clients are almost always owners of closely held companies worth between \$5 million and \$2 billion, *The Revenue Growth Habit* is for anyone who's interested in increasing sales: owners, CEOs, presidents, vice presidents, general managers, salespeople, marketers, and customer service professionals. Who can benefit from this book? Anyone who has a customer-facing job. Does your company have delivery drivers? They see customers, therefore, they can implement one or two of the techniques in this book to help grow your company. If you're an owner, share these principles with your teams. If you interact with customers in any capacity whatsoever—in person, on the phone, or even only by email—you will find many powerful approaches here to significantly grow your company's sales.

## **Your Today: Busy and Reactive to Customer Problems**

I know you, and I understand you.

You're a business owner, executive, manager, or frontline staff member in sales, or customer service, or marketing.

You're extremely busy. You spend your days dealing with customers' concerns and complaints.

*"My order is late! Where is it?!"*

*"You screwed it up. Get it right!"*

*"Are you serious?! That price is way too high!"*

Customers never call when they're happy. Nobody ever calls to say, *"Hey, great job, that was really well done, we really appreciate what you did there."* We only hear from people when something is wrong. They bring us their fires, place them upon our desks, and we must put them out immediately lest our eyebrows get singed. As soon as that fire is out, what happens? The next one comes along. *"Here's MY fire, don't get burned!"*

And so, you spend your days reacting to one such urgent concern after another. If you're lucky you squeeze in lunch at your desk or in your car, but it's probably overcooked by the day's fires.

Your days are reactive, but revenue growth is proactive work.

*We must make time for it.*

The good news: Revenue growth does not require hours daily. Or even an hour.

You can grow your organization by 15% or more in 15 minutes or less a day.

Do you have 15 minutes?

I do. My clients, the owners of 7-, 8-, 9-, and 10-figure firms do.

Do you?

## **Your Tomorrow: Proactively Growing Your Sales in 15 Minutes or Less Daily**

If you've made it to this section, I'm assuming you've decided you have 90 seconds, or 3 minutes, but no more than 15 minutes a day to commit to growing your organization.

We'll use this time for the proactive work of communicating your company's value to people who can buy it. (That's my definition of marketing, by the way. Simple, right? More on this definition in Chapter 7.)

Each day, I'd like you to take one quick, proactive action that tells somebody something about how they'll be improved after they buy from you.

You can select any of the 22 actions listed in Part Three of this book.

Every one of these techniques is fast, because revenue growth does not require a lot of time.

These techniques are free, because revenue growth costs no money.

They're simple, because the simplest solution is almost always the right one, and the tools I'm going to arm you with are incredibly easy to execute.

These approaches require your personal effort, because personal communication is going the way of the BlackBerry. Personal communication helps you stand out.

These techniques are communications actions. They demand that you communicate your value to somebody who can buy it from you. For example: I will teach you how to request and collect testimonials. But more importantly, you will learn how to *communicate* these testimonials to grow your business. I will teach you how to write a powerful case study, but more importantly, I'll arm you with the best ways to *communicate* that case study. I'll also teach you how your customer service people, who take incoming calls all day, can inform your current customers about what else they can buy from you.

My approaches revolve around letting your customers tell your story. There is nothing you can say about your products and services that is more effective than what your paying customers say. So, in many of these revenue growth techniques, we quote your customers. We tell their stories, because as a part of this approach, they will have given us permission to do so. We will make clear how they have been improved since they've worked with you. And we will allow them to compare you to your competition. When we're done, the prospect will be thinking, "I want that too! How can I get that kind of value?"

We will not use social media as a tool because social media does not grow revenue. Listen to me carefully on this, especially if you are in a business-to-business market: You can be on social media if you'd like to be, but understand that it will not grow your business. Any revenue you generate because of your activities on Facebook, Twitter, and probably even LinkedIn is an accident. Social media is not where decision makers go to decide about

making major—or even minor—business investments. Where *do* they go? To their peers. To their colleagues. To their industry trade shows and publications. *This* is the kind of communication we will place before these decision makers. We will bring the emotional endorsements of your customers—their peers—to them directly.

I don't care which technique you use.

I don't care what time of day you take your action.

I only care that every day you tell an existing customer about what else she can buy from you, and how she'll improve as a result. Or maybe you will tell a prospect about the great ways you can help him. You can tell one person a day. Or 1,000 by email.

There's no wrong way.

If only you *do* some of this work, if you execute, you can't screw this up.

## **It All Begins with Your Mindset**

In Part Two, we'll talk about how to shift your mindset so you can grow revenue quickly.

It is impossible to outmarket and outsell your mindset. You must believe the right things about your business. That is, you must focus on how your customers are improved by what you sell rather than the products and services you sell. The latter is a commodity—people can buy your products and services from anyone. The former, however, is singular: Your value, your relationships, your trusted reputation—your customers can only obtain these from you. Your competition can't touch this. It's what sets you apart from everybody else. Talk about your products and services, and you're just like everybody else: boring, unemotional, commoditized. Talk about your value (which is exactly what your customers talk about when, as a part of nearly every consulting project I do, I ask them what they like best about working with you) and you'll stand miles apart from the crowd.

We can only communicate what we believe about ourselves. If we believe we sell products and services, that's what we'll talk about. If we believe we improve lives and companies—which is precisely what we do—we'll talk about that. So, before we can grow revenue, before we can develop this habit that will increase our top line, we must shift our thinking

from what we sell and do to how our customers are improved by working with us.

Your staff and your colleagues are probably somewhat beaten down. Customers only call when they're unhappy or when there's a problem. As such, your colleagues and staff members probably spend their days dealing predominantly with negative feedback. But the truth is, if you only asked your customers, they'd tell you that they're very happy doing business with you. That's why they've been with you for years or decades. They have a lot of options, competition calls on them all the time, yet they stay with you. I will teach you how to draw out the positive thoughts and feelings of your customers. I will teach you how to use them internally to align your staff's perception of your work with that of your customers. As a client recently told me, perhaps more than anything else, this is a positive endeavor.

## **Ready?**

This work is simple, fast, and free. You can do everything laid out in this book yourself. You can implement the Revenue Growth Habit at your own firm, using this book as a guide. (And if you want to add outside expertise and accountability into your mix, I'm happy to create new revenue for you, with you.)

In revenue growth, ironically, quantity trumps quality. The more customers and prospects hear from you, the more they will buy. It doesn't have to be amazing material, only helpful material. Helpful is more than good enough. Helpful is a rare commodity. The important thing is that people hear from you a lot, not perfectly.

Finally, don't wait to communicate until it's perfect, because it will never be. We must move our communication into the world when it's good enough, not when it's perfect. Perfection slows us down, makes us over-think, and ultimately, procrastinate. Quick, systematic, repetitive communication is what's required to grow small and mid-sized businesses.

Commit to start, and the very day you're done with this book, take one action from Part Three in 15 minutes or 90 seconds. If you are so inclined, feel free to take one action today. Action begets more action. Leverage physics. Develop your Revenue Growth Habit.

Ready?

Let's go!

### **Chapter Summary**

- This book is for owners, presidents, and leaders of small and mid-sized companies. It's also for your salespeople, customer service people, and all other customer-facing staff.
- You likely spend your days reacting to customer problems today, addressing one urgent concern after the next.
- Revenue growth is proactive work. We must make time for it.

