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Chapter 1 : Leveraging LinkedIn to Grow Your Small Business-Richmond | Contra Costa

Leveraging Your Expertise December 19, / in Business Development, Sales / by Ray Adler In November's edition of The Evolutionary Banker, I addressed a few trends that are changing the ways in which business owners and corporate decision-makers are making buy decisions.

Why not maximize your return on your expertise by leveraging it to create more cash flow? Most people underutilize their expertise and waste this powerful resource. Here are three quick "rules" to follow to help you get more revenue from what you have worked so hard to cultivate in your business --your expertise. It never ceases to amaze me how many businesses give away their expertise for free. For example, a client we work with originally took up to 2 weeks working up a "proposal" for a consulting contract when working with a prospective client. This time included all deep dive they would do with a prospect to identify the root problems and create a detailed scope of work to use with the proposal. How much did they get paid for these 2 weeks of work? The whole process was flawed. Instead, we had them turn that "proposal" value: Now if you use this strategy, ideally you would name that process and each step along the way, and have the developed collateral materials to make the process and the experience of working through it, incredibly valuable for your clients. It also is now possible for you to charge for what you used to do for free. It likely took you years to hone your diagnostic process down so that you could meet with a new client and ask them the questions you needed to determine which services they needed or which steps they need to take to get a specific outcome. So charge for this value. If you do choose to give away your expertise for free, at least create a real value for it in the minds of your clients so they both appreciate the value more and they are more likely to do more business with you as a result. This means putting clear labels on things and having clean processes you use with clients. This means that you put prices on things, even if you intend to later give them away for free. Perhaps even sending them an invoice with the price struck through and marked "complimentary". This hurts them and you.

Constantly Look for Who Else Could Benefit from Your Expertise What have you figured out how to do in your business that really makes a big impact on your business? What other businesses struggle with this same thing? How could you SELL these other types of businesses your expertise in such a way that you create tremendous value for them and still have your advantage with your own business? For example, I remember in Inc. Magazine how Major League Baseball, which spent the years perfecting its online business of selling access to baseball, was leveraging their learning by consulting and becoming the outsourced provider for Major League Soccer and figure skating. I just saw recently how they have continued to sell this service i. Could you do the same thing in your business? Finally, you need to approach these other businesses with how you can help them earn more, save more, grow more. I hope these three rules for leveraging your expertise to create more cash flow have sparked some ideas for you. For more ideas on growing your business, including a free tool kit with 21 in-depth video trainings to help you scale your business and get your life back, [click here](#).

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Chapter 2 : The 3 Rules to Leverage Your Expertise and Increase Your Cash Flow | calendrierdelascience

I'm in the final process of preparing for the 4 th Annual Business Owner Success Conference this weekend in Irvine, CA.. To that end, I was thinking about ways to better leverage your expertise. I want to share with you 3 specific "rules" on this subject.

To that end, I was thinking about ways to better leverage your expertise. Why not maximize your return on your expertise by leveraging it to create more cash flow? Most people underutilize their expertise and waste this powerful resource. It never ceases to amaze me how many businesses give away their expertise for free. How much does the company get paid to do all the work to identify the problem areas, lay out the scope of work and action plan, and give a clear timeline to solve this problem? Ideally you would name that process and each step along the way, and have the developed collateral materials to make the process and the experience of working through it, incredibly valuable for your clients. Remember it probably took you years to hone your diagnostic process down so that you could meet with a new client and ask them the questions you needed to determine which services they needed or which steps they need to take to get a specific outcome. So charge for this value. If you do choose to give away your expertise for free, at least create a real value for it in the minds of your clients so they both appreciate the value more AND they are more likely to do more business with you as a result. This means putting clear labels on things and having clean processes you use with clients. This means that you put prices on things, even if you intend to later give them away for free. This hurts them and you. Constantly Look for Who Else Could Benefit from Your Expertise What have you figured out how to do in your business that really makes a big impact on your business? What other businesses struggle with this same thing? How could you SELL these other types of businesses your expertise in such a way that you create tremendous value for them and still have your advantage with your own business? For example, Major League Baseball has spent the last 5 years perfecting its online business of selling access to baseball. They leverage their learning by actually consulting and also becoming the outsourced provider for Major League Soccer and figure skating and the list is growing. How could you do the same thing in your business? Finally, you need to approach these other businesses with how you can help them earn more, save more, grow more. I hope these three rules for leveraging your expertise to create more cash flow have sparked some ideas for you.

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Chapter 3 : Revenue Revolution Intensive | LeverageUp Your Business. LeverageUp Your Life.

You can leverage your expertise on various platforms “ from advisory boards to Medium “ to position yourself as a leader in your industry.

However, it becomes a challenge when the need to learn and develop new skills impacts the daily work for small to mid-sized organizations. No man will make a great leader who wants to do it all himself, or to get all the credit for doing it. One way to do this is to leverage the expertise and knowledge of your employees. In most instances, you have untapped knowledge sitting next to you. Recently, I discussed intrinsic rewards in my post Value in Culture. These rewards go beyond positive reinforcement to allow you and your employees to grow in knowledge and success. Leveraging expertise is a matter of wisdom. That is, you have to be able to admit that you do not know everything. For example, when I was in high school I participated in a work-study program where I went to school half the day and worked as an intern the rest of the day. Here I did the usual administrative tasks such as answering the telephone, filing, creating press releases, and addressing some common claims. Because of the classes I took in technology and my general knowledge of Microsoft Office, the manager came to me to ask for my assistance in creating a spreadsheet that would allow projections for costs and estimated times for completion 10 years out. In order to make this determination, you could use several techniques. In business, this is used to identify marketing strategies, product development, and even as a means to evaluate position in the industry. This tool can also be used to evaluate your employees to determine where you may be able to leverage their expertise. To use this tool, you have three options: Have your employees write down answers for each topic. When complete have a sit down with your employee to discuss your thoughts based on observation. While day-to-day activities may give some insight, testing the waters, so to speak, provides a clear picture of abilities. Testing the waters is the task of giving a new or different style of project to your employee or intern. Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others.

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Chapter 4 : Leverage Your Expertise on Vimeo

The 3 Rules to Leverage Your Expertise and Increase Your Cash Flow Seven Proven Principles to Grow Your Business and Get I hope these three rules for leveraging your expertise to create.

Why not maximize your return on your expertise by leveraging it to create more cash flow? Most people underutilize their expertise and waste this powerful resource. Here are three quick "rules" to follow to help you get more revenue from what you have worked so hard to cultivate in your business--your expertise. It never ceases to amaze me how many businesses give away their expertise for free. For example, a client we work with originally took up to 2 weeks working up a "proposal" for a consulting contract when working with a prospective client. This time included all deep dive they would do with a prospect to identify the root problems and create a detailed scope of work to use with the proposal. How much did they get paid for these 2 weeks of work? The whole process was flawed. Instead, we had them turn that "proposal" value: Now if you use this strategy, ideally you would name that process and each step along the way, and have the developed collateral materials to make the process and the experience of working through it, incredibly valuable for your clients. It also is now possible for you to charge for what you used to do for free. It likely took you years to hone your diagnostic process down so that you could meet with a new client and ask them the questions you needed to determine which services they needed or which steps they need to take to get a specific outcome. So charge for this value. If you do choose to give away your expertise for free, at least create a real value for it in the minds of your clients so they both appreciate the value more and they are more likely to do more business with you as a result. This means putting clear labels on things and having clean processes you use with clients. This means that you put prices on things, even if you intend to later give them away for free. Perhaps event sending them an invoice with the price struck through and marked "complimentary". This hurts them and you.

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Chapter 5 : Leverage the Power of Your Expertise -- DrJackiJones | PRLog

Are You Ready to Expand Your Business by Simply Leveraging Your Knowledge and Expertise? Learn how with our FREE "4 Ways to Strategically Grow your Business" Video let Buccaneer Marketing create a custom strategy to fit your personalized needs.

Think about the last time you hired a contractor , either for your business or to do something around your house. Did you look for the lowest price, or did you look for someone with experience? Lack of experience can lead to mistakes, and sometimes they are costly. Successful businesses stay afloat when they gain years of experience and build their credibility with their audience. Fans will flock to businesses with a good track record and good customer reviews. It stands to reason that an influx of customers means hiring more team members and making more sales, thereby growing your business. This is not the audience base that will allow your business to grow. You should also showcase your expertise online and offline. Be visible online and offline, be vocal, tell people what you do, share your experiences, offer advice. This will build your credibility and you will gain more visibility, thereby gaining new followers and potential new clients. This is no time to be a wallflower, especially if you have big dreams of growing your team, hitting a certain income milestone, selling a certain number of products, or booking a guest appearance on The Today Show. Be proud of your success and plan on sharing it with your audience. Identify Your Zone of Genius How do you want to be perceived: Or as a specialist who has experience in a certain field with customized advice and proven results? You should want the latter. Just accepting clients to fill your calendar is a disservice to your clients and to yourself. However, when you are a specialist in your chosen field, your credibility increases and you can identify your target market and joint venture partners more easily. As a specialist, you already have years of work experience. You may even publish a book or produce a signature program, thereby increasing your revenue, your reach, and your name recognition. Based on your extensive experience, you may also hear from media contacts for interviews or quotes for a news story. Media exposure leads to even bigger reach, name recognition, and possibly more revenue than you had before. Think of it this way. Albert Einstein was an undisputed genius in physics and math. Could Einstein answer questions about music, writing, or other sciences? His specialty in physics is what earned him a place in history to this day. Aim to be a specialist. How do you choose your specialty or niche? Start off by asking yourself a few simple questions about your passions and your education, what you like and dislike, and what topic could you talk about all day long. Challenge Your Own Assumptions Negative self-talk and making assumptions about what people will do or buy can be the downfall of any business owner. How many times have you had an idea for a signature product but never followed through with it, only to see a similar product launch a few months later? How many times have you talked yourself out of creating a product or class, simply because you think everybody already knows this information? Have you ever looked at the number of cosmetic stores in the mall? Inside those stores, there are hundreds of products from multiple manufacturers, all promising to do the same thing. Now think of your niche and your target market. Remember, competition is OK! Are your competitors local? What do they offer? What markets do they serve? What makes you different? How does your experience differ from theirs? Do they have better name recognition than you? What is your niche and what does your target market need from you? What problems does your market have? How can you connect with your target market? What makes you similar to them? In the end, your clients will seek YOU out for your personality. They will learn to know, like, and trust you, but you need to learn how to speak to them authentically so they will turn toward you instead of a competitor. Your story, your brand Do you have a story that lends credibility to your brand? What makes you unique and will attract your ideal clients to you? Maybe you lost pounds. Did you leave a full-time job to work completely online? Or do you have a passion or charity that your business supports? Why did you choose that one? Your life experiences " or your story " often play into the development of your personal brand. And your personal brand is so much more than your logo and the colors

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on your website. Personal branding is about the image you put out into the world, how others see you. In turn, your website, photos, and the language in your blog posts should all reflect and align with your personal brand. When you meet followers at an event or when they see you in a Facebook Live video, their perception should be consistent and accurately reflect the image they perceive from your online presence. People are drawn to those who are authentic, honest, and approachable. Get as detailed as possible. Give your avatar a name, and describe their family and living situation, including their age. List their struggles and what answers are they searching for. Before you dismiss this as a creative writing assignment, think of it this way: You want to attract people who will identify with your story, want your answers, and engage with you. When you draw this detailed picture, you know exactly who you are speaking to. You know where you can find them online and in real life. This is the audience you are most able to assist and who needs your help the most. As you complete this assignment, you may find that, based on your own demographics and experience, you are a part of your target market. It simply means that you have a personal stake in finding solutions for these people, and you will be able to identify with their struggles easier than someone who has different experiences. Update Your Bio with Specifics Your professional bio is more than just listing where you live and where you went to school. Your bio is a sure-fire way to build your credibility and authority in the short amount of time people read or scan it. Start by listing your most recent accomplishments. Did you make the New York Times bestseller list? Are you an Amazon bestseller? Were you featured in a magazine or newspaper article? Were you a keynote speaker at a live event? Did you become an international speaker? Did you compete in a triathlon? Run your first marathon? Form a foundation to help your local community? These are just some examples of worthwhile achievements people want to know about. People want to know what you are doing now or most recently, not where you were more than 10 years ago. Do you have a title? Why do you need a professional bio? Professional bios that are published online also assist the media and anyone who may be searching for experts in your field. A picture is worth a thousand words Have you noticed how almost every post on Facebook has a photo attached? Instagram is all about photos. The more people who react and comment on your photos and posts, the more social proof you gain, convincing the social media platforms and your followers that you are an important person with great authority. You engage with others, and therefore they should show your posts to more and more people. Outside of social media, photos are a way to save precious memories. Did you speak on the same stage as one of your mentors? Get a photo with that mentor and post to your blog and social media. Are you a fashion blogger who nabbed front row seats at a New York fashion week runway show? Better snap a few photos to showcase on your blog and social sites, which will certainly impress your readers and social followers. Not a fan of attending live events? Snap selfies in your home office. Share proofs of your latest photo session. Document your hiking treks or other outdoor adventures that show your audience how you enjoy spending your free time. Showcase your newest website design with logo and color palate.

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Chapter 6 : How To Showcase Your Expertise - EntreLeverage

*Rainmaking Presentations: How to Grow Your Business by Leveraging Your Expertise (0) [Joseph Sommerville] on calendrierdelascience.com *FREE* shipping on qualifying offers. Most professionals don't enjoy marketing. Even when they have a service they know will benefit the customer.*

However, only just 48 percent of companies have invested in big data in . This means that small businesses have access to data that can ultimately help them boost sales. Here are seven ways that you can leverage your small business data for enhanced revenues. Paints a fuller picture of your customers. In other words, you can target the audience at the right time and on the right channel. Additionally, you can use this data to analyze customer feedback so that you can make improvements in a product or service. Instead of relying on "trial and error" or "gut feeling" to price your products or services, big data can be used to make decisions like the most efficient pricing strategies. After reviewing this data, you may come up with the following pricing strategies: By keeping tabs on behaviors, patterns, and the economic climate gives you a competitive edge since this will help you predict where your industry is going in the future. With this knowledge, you can start preparing your business for what exactly customers are going to demand. In short, big data is going to determine the direction of your business. A part of big data is predictive analytics. This uses machine learning and statistical algorithms that process historical data. This will permit you to generate more advanced reports, make more informed decisions, and develop more detailed plans using successful strategies. In fact, a study from EverString and Forrester found that predictive marketers are 2. Scope out the competition. You can use free and easy-to-use tools like Google Trends to see how popular a brand or product is along with social media analytics tools to gauge popularity and see what others are saying. In other words, these types of tools can be used to keep an eye on your competitors. Regardless of your industry, people demand customer service that goes above and beyond. Big data can help with that too by creating the best omnichannel experience possible and segment customers to their preferred landing page. More interesting, data can be used to match the best sales reps to specific demographics to improve customer service and close more sales. Adjust campaigns in real-time. While having the power to send personalized messages to the right customers at the right time is pretty impressive, everything can change in the blink-of-an-eye. By using machine learning, you can monitor the changing behaviors, interests, and engagement of your customers so that you can tweak a campaign in real-time, like sending a coupon that interests them specifically. You probably see this in action after you binge watch Netflix and receive a list of recommended shows just for you. That list changes every time you finish a watching a series or movie. So, instead of being afraid of big data, embrace it and leverage its power. Mar 28, More from Inc.

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Chapter 7 : Buccaneer Marketing – Strategically Grow Your Business Through Leveraging Your Expertise

1 Leveraging Expertise: Grow Your Business by Leveraging Your Expertise 1 2 Analyze: Rainmaking Presentations Connect with Your Audience 23 11 Marketing Your Rainmaking Presentations: Materials and Methods Toolkit Sections Index

The same holds true for the generalist relationship manager. The process I will lay out for you is exactly the process I went through personally in when I transitioned from being a generalist business trainer, coach, consultant to one who developed deep industry expertise such that I am a sales culture expert for banks. However, what does differ is the execution of the strategy. A quick but related side note, too many bankers call on businesses in different industries and say the very same things and represent their bank in identical ways. The relationship manager is hoping to hit the bulls-eye and say something that he or she hopes will resonate as unique with the prospect. Given that 3 out of 4 bankers present themselves in an identical way, the approach used by most RMs has the opposite effect of achieving differentiation – it positions them as a commodity. The following are the steps and evaluation process necessary to determine your sweet-spot: Questions to help you assess your existing expertise include: Are there industries where you have a deeper knowledge of the industry, and a greater grasp of industry jargon and acronyms? In what two or three industries have you done more business than other industries? What industry concentrations exist in your existing portfolio? These may represent industries that would be fruitful to focus on in But more analysis and reflection are required. Without even realizing it, we may have been exposed to and learned about certain businesses either through our parents or the various jobs you may have held growing up. For example, if one of your parents was a doctor, likely you were exposed to numerous discussions throughout your childhood related to the medical field and being a doctor. If your market has a fair number of medical groups and hospitals, your upbringing will be very useful when calling on doctors, medical groups, and hospitals. If your parents owned an auto-parts business, likely you learned a lot about the automotive industry growing up. If your bank has banked companies in the automotive industry, the knowledge and stories you were exposed to growing up will be extremely useful when calling on automotive-related businesses in Questions to help you assess your upbringing include: What professions interested you growing up? What were or are your hobbies? These questions can help you assess whether or not any knowledge gained while growing up may be of use and leverage as you strive to determine your sweet-spot for In which industries do you have the most contacts? These concentrations of contacts represent an excellent and completely overlooked source of referrals and warm introductions. I recommend organizing all of your contacts by industry type. For example, group all of the doctors you know together, likewise list all of the contractors you know in another list. Keep working your way through your database until you get everyone customers, colleagues, vendors, salespeople, friends and even family members segmented by industry type. Currently, your contacts are likely listed in alphabetical order. This makes them easy to find, but not easy to leverage. The question you want to ask yourself when assessing your database is: In which two or three industries do I have the most industry contacts? The world is changing. Knowing this, we need to start the process of changing the ways in which we market and sell the services offered by our bank. Your prospects and customers are looking for more knowledge, advice, and counsel from their vendors and service providers. The recommendations above will move you a long way towards leveraging your experience, expertise, and your contacts.

Chapter 8 : Leveraging Your Technical Expertise: Three Knowledge Gaps between Experts and Mid-Career

Get this from a library! Rainmaking presentations: how to grow your business by leveraging your expertise. [Joseph Sommerville] -- Delivering excellent presentations is the best way to drive personal and career success. This book shows professionals this effective method of winning clients.

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Chapter 9 : Leveraging Expertise for Success | Rita Metcalf

If finding and using expertise is a challenge in your organization, here are seven steps to create or improve your expert network. Step 1: Define strategic areas of expertise First, it is important to align your initiative with the strategic goals of your organization.