Entrepreneur Project – Phase 2 Business Roadmap

***Structure – Systems – Strategy***

**Structure**

This section will make sure that they have created a sound structure that will support their business goals.

**Class 1**

* Class Overview
  + Review the requirements of the class
* Class Expectations and deliverables
* Housekeeping
  + Tools/Homework/Dropbox
  + In class projects
* Elevator pitch
* Business plan Overview
* What are the challenges that they are facing today
* SWOT Analysis
* Self Assessment
  + DOS
  + Franchisitize Tool
* Business Assessment
  + Identify areas of improvement in your business
  + Identify areas of growth
* Purpose – why do you do what you do?
* Vision – what is your ultimate Goal
  + ***HW TFactor***
  + ***SWOT Analysis***

**Class 2 –** this will be an overview many of these questions we will go into detail in later classes.

* Defining your business model – how do you plan on making money? – Defining how your organization works
  + What are you selling
  + Who is your customer
  + What customer problem or challenge do you solve
  + What value do you deliver?
  + How do you get your product to market
  + How will you find new customers and keep current customers.
  + How will you define and differentiate your offerings
  + What is your reputation/Experience/Credibility
  + How will you generate revenues
  + What is your costing structure
  + What is your profit margin
  + What are your core Values and beliefs
  + Mission statement
  + Value statement
    - ***HW Small growth self assessment***
* **Class 3 –** Smart Goals
  + Explain the importance of them
    - In class exercise
  + Identify your initial personal and business growth plans
  + Talk about their ultimate goal for their business
  + Review the small growth self assessment – what did this tell you about your business
    - * ***HW Bring P&L/Balance Sheet & Cash Flow to next class YTD***
      * ***HW create a sales budget for 2014***

**Systems**

* **Class 4** – Financials
  + Review Industry Standard numbers
  + The importance of planning
    - Create a long term sales plan
    - How to create a sales plan
    - Understanding GM%/$
    - Net income/Cash flow
  + The importance of Dashboards
    - Review the instruments that you should be looking at and what to do if a number is off
  + Review Sales budgets
  + KPI’s
  + How to read your financial statements
* **Class 5** - Marketing and Sales
  + What is the difference between marketing & sales
  + How do you market to your audience today?
  + What sales system do you use?
    - Explain your sales process
  + Who is your target audience?
  + Identify products/services that your customers need
    - Define the need is it your need or their need?
  + What are your core competencies?
  + How could you improve your competitive edge
  + Sales Strategies
  + Review sales goals
  + Identify the strategies that you will use to increase sales and new customers
  + Share the best selling experience and the worst
    - What did you learn from each
  + CRM tools
  + Sales tracking tool
    - Tool 1 – revenue pipeline – existing & new clients
    - Tool 2 – revenue pipeline for recurring sales
    - Tool 3 – customer sales cycle track contacts and determine where there sales fall within the cycle
  + A/B/C customers
  + Lead Generation

**Strategy – The Business Roadmap – bring it all together**

* **Class 6** – Business Roadmap
  + Review
    - Long Term Sales Plan
    - SWOT
    - Purpose
    - Vision
  + Create SMART Goals
  + Create Objectives
* **Class 7 –** Business roadmap continued
* **Class 8** – Presentation of the plan