

1

SNAPSHOT BUSINESS PLANNING

Creating a Solid Foundation




Module 4: Your Products & Services







...getting your business in the next best


2




Last Module




-  Key considerations in your financial picture
-  Getting help with financials
-  Financial goal setting




3



Assignment: Your Financial Goals





- Follow steps on your worksheet
- Set realistic business goals
- Set stretch business goals



4


Today's Module: Your Products & Services

- > Contribution of your products
- > Contribution of your services
- > Importance of market research




5

#1: Contribution of Products




- Conduct analysis
- There are several questions to ask
- Set goals
- Are there products that cost more than they earn?




6

#2: Contribution of Services



- Process similar to products
- Several questions to ask
- Set goals for services



7

#3: Market Research

Easiest way – ask!

Study competition

Other things to consider



8

Assignment: Product & Service Analysis



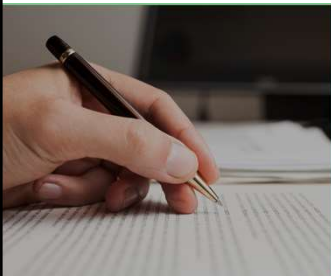
Follow steps on your worksheet




- Determine which products contribute the most (and least)
- Determine which services contribute the most (and least)
- Create a plan to optimize products and services




9

Module 4 Summary



-  Contribution of products
-  Contribution of services
-  Importance of market research




10

Module 5 Preview

Next module we address marketing

- › What marketing is (and isn't)
- › Your marketing plan
- › Understanding ROI



11

Additional Opportunities



- Snapshot Business Planning eCourse 2**
Teams, Systems, Customer Retention, Technology
- VIP Planning Days and Our Live Events**
Tailored to your specific needs
- One-on-One Coaching & Mastermind Groups**