



7 key but boring things a business owner must do ...to survive and thrive in business.

Made easy and interesting!

By: **Guy Arnold**, Founder: Founder: Slow Selling



7 KEY BUT BORING THINGS A BUSINESS OWNER MUST DO

...to survive and thrive in business.

Made easy and interesting!

By: **Guy Arnold**

Founder: Slow Selling



Background

Almost 2,000 small businesses are formed every day in the UK. That's over 700,000 a year.

Yet, despite the huge amounts of support available from the government and elsewhere, plus endless information on the internet, the gloomy fact remains that:

- Over 60% of small businesses fail within three years
- And this rate rises to over 80% in 10 years.

Of those businesses that do survive, the stress rates involved in running them are huge, with **a third of business owners admitting they are too busy to even think about their own mental health, let alone that of others.**

The fact remains that **running a small business is one of the most stressful and risky things that anyone can do in their life.**



Add to this the fact that the market is ever-changing, with IT, AI and tech-related innovation continually evolving, and it's easy to see why the opportunities are so often dwarfed by the downsides.

But that needn't be the case:

By following a few simple principles, you can seriously tip the scales in your favour.

These are the principles that we'll discuss in the e-book.

The opportunities

With the rise of two-way mass communication via social media and other online tools, **your reputation can spread at the speed of light – hopefully for all the right reasons.**

If you really nail your business offering and consistently blow your customers' socks off, then you won't need to worry about having a marketing budget; your business will steadily grow as your positive customer reputation spreads of its own accord organically, continually attracting and converting new clients.



And the great news is: this is so much easier for a small business to do than a big business!

In fact: this is the No.1 area that you can outperform your bigger and better funded competition: but you need to do it continually and consistently!

The Downsides:

1. Your **reputation can just as easily spread for all the wrong reasons** and we all know that negative news can spread twice as fast, particularly via social media and word of mouth.
2. It can also be **really hard to get noticed** amongst all the noise and confusion, especially as the big brands continue to fight for customers' attention in ever more devious ways.
3. The result is a massive amount of **customer confusion and lack of trust** due to conflicting information all around them.
4. On top of this: in this new hyper-competitive global market, **competition can spring up overnight**. Ideas that are cutting edge today can be commonplace tomorrow, making it difficult for your business to maintain a long-term competitive advantage.

In Conclusion:

There's a great opportunity out there if you get it right.

But life as an independent business owner can be stressful: You need to constantly make sure that:

- a) Your reputation spreads for all the right reasons (and not the wrong ones).
- b) Your business gets noticed, despite all the confusion and hyper-communication.
- c) Your customers trust you and want to do business with you.
- d) You continue to outclass your competition.



So how can you do this?

Speak to any business advisor and most will say that you can only accomplish this by

‘Working hard on your customer service’.

Of course!

It's blindingly obvious common sense...

But the problem is: it's really easy to say and much harder to do.

And it's especially hard to do consistently and continually Particularly when your business starts to grow.

And almost no-one will teach you how to actually do this during your already busy and stressful existence as a small business owner.

Because there's no money in telling you these secrets and systems: it's much more profitable to sell you the latest marketing quick fix or promotional system!

So, what's the answer?

There are two things that you need in order to make this become a reality:

1. Consistency
2. Continual Improvement

All you need is some simple systems to deliver on these 2 skills - excellence will follow in due course.

But, given that we've just discussed how busy and stressed you already are as a business owner, how do you find the time to set up these systems and make sure they work properly and continually?

How do you put in place these 'key but boring' things? And how do you keep them working every day in all you do?

The secret is in this book, brought to you by the not-for-profit movement, 'Slow Selling'.

Why are we telling you about these ideas for free?

We are a philanthropic not for profit organisation dedicated to giving small business owners the advice and systems usually only available to much bigger businesses.

You may then want to buy further support from us ... or not; it's up to you. There is no obligation ... ever.

But we don't need to achieve any sales targets or satisfy any shareholders: we're simply available for you if and when you need any further help.

www.slow-selling.org

About Slow Selling

Slow Selling was set up to solve precisely this problem: how do you, as a busy and stressed business owner, find the time to put the right systems in place to deliver a consistent and continually improving customer experience in small and easily achievable steps? This way, your business will quickly and reliably attract and retain more customers.



The format of this ebook

The answer lies in this short e-book, '**7 key but boring things every business owner must do**'. It will provide you with **7 key areas that you can focus on step-by-step to achieve this**, and for each one, we will provide you with two action points:

1. One to make it **interesting** and
2. One to make it **easy!**

Because if it isn't interesting and easy the chances are that you will not find the time, effort or desire to actually do it.



At the end of this e-book, we'll provide you with ways to secure extra help:

- A list of **free resources**
- Plus a **7-week action plan that you can subscribe to for a small fee.**

This will get you started step-by-step and help you put these ideas into practice by spending just 10 minutes a day ongoing.

There's no obligation to buy: it's simply a service to help keep you going after reading this.

If you choose not to invest in it, don't worry – there's still plenty of free information and help in this book that you can use to make you more successful.

The problem after learning anything is always applying it to your business, so we try and design everything from the ground up with this in mind.



Small steps in the right direction are better than large steps in any other direction.

The 7 key but boring things...
(made interesting & easy)

1. Begin with the end in mind.

When you started your business, you needed a business plan, perhaps for the bank or maybe for other start-up support. This plan included all your thoughts, ideas and systems that would help your business get started and locate customers to buy your goods or services.

But, as they say in the military, **no plan survives engagement with the enemy** and it's the same with a business – no business plan survives engagement with the customer!

So, what do you do after you've created your business plan, set up your business and began to engage with the customer?

Well, the normal thing to do, (as Churchill used to say), is to just **'Keep carrying on'**

in the hope that things will somehow work out and you'll achieve success...

But Churchill also said that **'failing to plan is planning to fail'**.

So, point number 1 of the '7 key but boring things' is to make sure you **begin with the end in mind** because, without this, things will only get done on the hoof - strategies, systems and behaviours will all be made up as you go along, and your business won't deliver consistency for the customer.

You will be reactive, without any continual improvement and become lost in a never-ending daily struggle to keep your head above water.

This will result in stress, unnecessary busyness, and frustration.

Does this sometimes sound familiar?

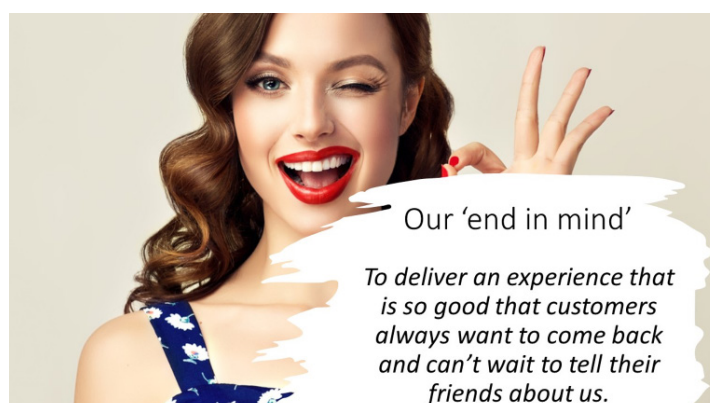
Business situations change constantly.

So we suggest that, over and above any 'business plans' you need an 'end in mind' - a key guiding philosophy, based on the reputation you'd like to build in your marketplace, that acts as a compass in everything you do.

What is 'the end in mind'?

- To deliver an experience that is so good that customers always want to come back and can't wait to tell their friends about us.

This is what we exist for and is non-negotiable.



Why should this be the case?

Well, if you agree what we said above ... You need to constantly make sure that:

- a) Your reputation spreads for all the right reasons (and not the wrong ones).
- b) Your business gets noticed, despite all the confusion and hyper-communication.
- c) Your customers trust you and want to do business with you.
- d) You continue to outclass your competition.

Then this is just common sense.

But, the problem is: this common sense is so rarely common practice: business owners SAY they want to get these results, but they don't begin with this as their end in mind and create a business 'Mission' that commits the business to this.

So things start to drift...

The point is that if:

- You clearly state your 'end in mind' in simple words.
- You personally commit to it (in your public communications)
- You commit your business to it (in the same way)

This then becomes the 'end in mind' that is non-negotiable and others will keep holding you accountable to: it's your 'customer focused mission'

So: OK it's a good idea, but how do I actually do this?

The remedy is to make planning interesting and easy:

- **Interesting:** See running a business as a **huge opportunity to test your initiative** and ingenuity. Try and see every challenge as an exciting opportunity that you need to overcome to continually survive and grow in this amazing and interesting market.
- **Easy:** **Find and state a guiding philosophy that supports you and helps you** to stay excited, keep growing and keep sticking to key principles. Build your own version of this 'end in mind', and put systems in place to ensure you (and everyone else) stick to it every day!

2. Making Money Work.

Every small business owner starts off enthusiastically.

- There's a great plan in place and you've put aside enough budget to make it work and to bring a steady flow of customers through your doors.
- They will buy your products or services, leave happily and rave about you behind your back.
- You'll make continually increasing profits, your bank balance will grow and you'll feel great satisfaction from delivering a job well done.

That's the plan!

But the reality is that, almost immediately, it begins to go wrong. Here are just some of the reasons why:

- Things cost more than you thought they **would**
- Issues arise that you didn't anticipate ... and those you did anticipate seem to be harder and more costly to **solve**
- The plans you made don't seem to be working very **well**
- You're continually dealing with unexpected **expenses**
- The marketplace changes and calls for investment in all sorts of places you weren't **anticipating**
- Everyone's trying to sell you something, and you have no idea what's essential and what's **not**

You end up busy, confused and frustrated.

Your dream starts to turn into a nightmare.



The fact is, almost all small businesses need more investment than the owners ever anticipated and, as we've already seen, many small business owners start with a dream of excellence and excitement ... and end up with stress and problems. ...and, sadly, closure.

So, what's the remedy to this problem?

We suggest two solutions:

Firstly, planning. You need to ensure that you have an effective 'end in mind' plan and that you stick to it - as we set out above.

(And then you need to keep reviewing the plan on a weekly, monthly and quarterly basis).

Secondly, you need to focus on your **measures of primary success** that, if accomplished, will lead to achievement of this 'mission' i.e. customers will:

- Become attracted to you
- Want to buy from you
- Buy as much as they can from you
- Return to you, making repeat purchases
- Tell their friends to do the same

We will discuss this in more detail in point number 4. The way to make this interesting and easy is:

Interesting: focus on your primary success measures first i.e. the measures that you can influence and that are interesting and exciting because they are about how customers see you, and what they do when they come into contact with you.

Examples of these measures include:

- a) Reputation
- b) Referrals
- c) Customer feedback
- d) Key measures of satisfaction in the customer journey

If these go in the right direction, so will your sales and profits. **Be obsessive and blinkered: see them as completely non-negotiable: these are the only figures that REALLY matter:** everything else will follow!

Don't allow money to be wasted in any way that isn't congruent with this 'Mission': it will need enough investment in itself: don't allow yourself to be side-lined or hoodwinked into spending on anything else.

Easy: set up a continual improvement process, step-by-step, inch-by-inch. As long as you keep improving in your primary success measures every week, that's all that matters ... everything else will follow. Focus on SMALL STEPS: that are easy and repeatable.

We set out a very simple and powerful process in Slow Selling called 'Go the Extra Inch'. More on this later.



3. Running a Business - Not Having a Job

Okay, so you've got a bit of a plan and you're managing to keep your money somewhat under control.

With the advantage of being an expert in your area, how can you now develop a consistent approach to making your business work properly and sustainably?

The question is:

How do you run your business so that it delivers everything you want from it - freedom, independence, happiness, self-esteem and money ...

rather than it becoming just a job and a millstone around your neck?

How do you eliminate the stress, problems and hassle that come your way, whilst keeping your head above water? Earning a minimum wage just doesn't cut it, so how do you run your business in the right way?

Some people seem to be able to do this relatively easily. Some entrepreneurs start-up business after business and make each one successful.

But why is it that few people can do this brilliantly and most people struggle?

The answer is a simple one:

Just because you're an expert in what you do, doesn't mean you're an expert in how to run a business in doing what you do.

Running a successful growing and sustainable business is a completely different set of skills.

It's all about:

1. Creating and sticking to a guiding philosophy (as discussed already) and
2. Having a plan and a system in place to make success happen consistently and continually.

It's a bit like a duck paddling in a river. The key to the duck continually moving forward is that it's paddling away underneath the surface. That's where all the action takes place.

We're suggesting that **to make your business successful, you identify, learn and apply a system that allows you to paddle properly**, delivering goods or services in a way that's sustainable and empowering, producing growth.

What do we mean by sustainable, empowering and growth?

- **'Sustainable'** means the business keeps going for the long-term without you having to continually make the effort.
- **'Empowering'** means that your business delivers the results you originally planned for, be that fulfilment, enjoyment and excellence and also profitability and income.
- **'Growth'** means that it's continually growing in both numbers of customers and profit, and at the same time providing enjoyment and fulfilment for you and any staff.

But, as usual, it's much easier to say these things than it is to do them.

You may or may not be familiar with the story of how McDonald's went from two restaurants owned by the McDonald brothers in 1950's America to the largest and most profitable chain of franchise restaurants in the world.

It's a great example of what we mentioned above: Having a plan and a system in place to make success happen consistently and continually.

The man who was responsible for it, Ray Kroc, famously said:

“If you want extraordinary results from ordinary people, you need extraordinary systems.”

The answer to running a successful business (rather than having a very stressful low paid job) is to: **make sure you have extraordinary systems in place, driving everything forward step-by-step.**

AND TO MAKE SURE THESE SYSTEMS ARE SIMPLE AND EASY TO APPLY



This might sound like a pie in the sky idea for a small business (along with all the stress and unexpected expenses) ... but **the key here is to have one simple powerful guiding philosophy.**

As you now know.

You can then move forward, developing and managing your systems continually, one by one, step-by-step in accordance with this philosophy.

So, the solution to running a successful business rather than having a stressful job is to make things:

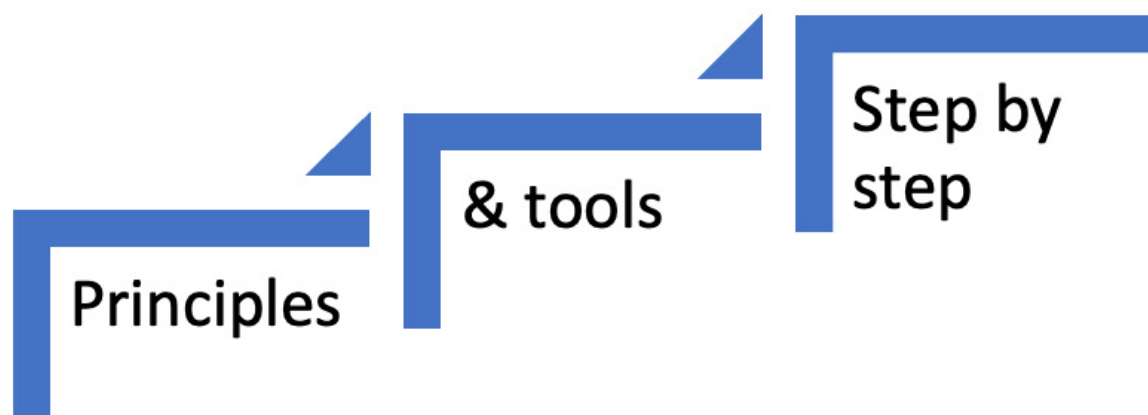
1. **Interesting** - be excited about this new opportunity and learn how to develop and operate **extraordinary systems following a powerful and simple philosophy.**
2. **Easy** – accept that you don't know what you don't know. Accept that you need to employ systems in order to get results for the long term. Follow the philosophy and principles we've discussed using simple **step-by-step systems.**

What systems???

Well, don't worry about what systems exactly at the moment: it's different for every business, and every situation needs different systems at different timescales.

Just follow the step by step, common sense principles that we set out in this ebook and start to develop the systems you need as and when the need arises ... following the principles and tools we set out.

In a nutshell: let the principles and tools do the hard work and direct you to fill in the needs for your situation as and when they become self-evident.



4. Measures that get Results

We have already alluded in point number 2 to the difference between primary success and secondary success and you may be familiar with the phrase '**what gets measured gets done**'.

Now, most businesses only have one type of measure, referring to things such as financial turnover, number of customers, operating costs and gross and net profit.

These are figures that are used by accountants and finance managers the world over. They measure the success and profitability of a business, and they are vital to getting things right.

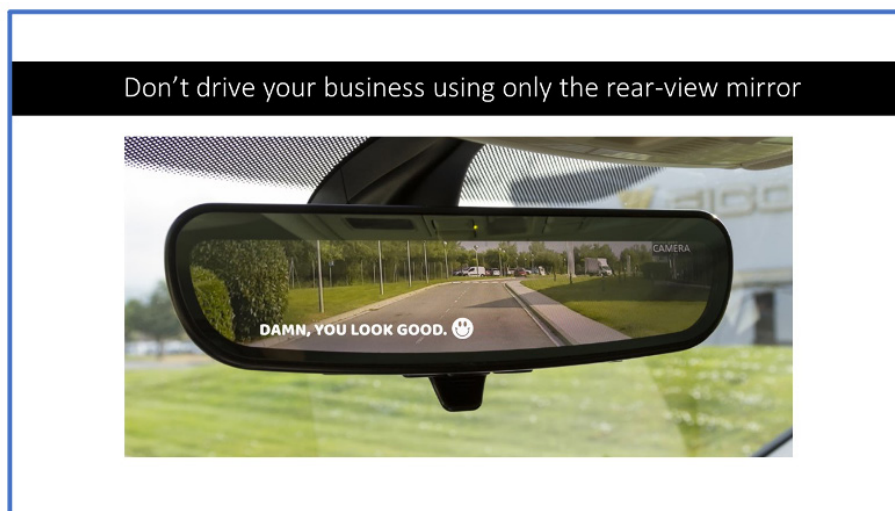
However, the problem with these figures is that they are **measures of secondary success only**.

They measure output (secondary success) and

don't help you to measure and understand what actions are being taken (primary success) to achieve the output.

If you only have these 'secondary success' measures in your business, and no others (as most businesses do), then it's like trying to drive your car by only using the rear-view mirror.

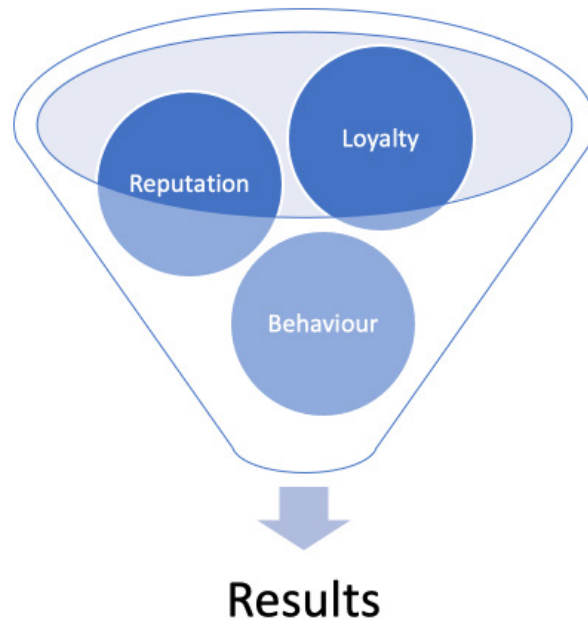
Very dangerous!



The actions and systems that drive this secondary success are those of input:

What you and your team say and do all the time.

Therefore, to influence and change things and ensure that your secondary success measures move in the right direction, **you need to calculate and hold your people and systems accountable in line with these primary success measures.**



You need some measures of primary success (i.e. performance of people and systems) that will then result in the outcomes of secondary success: (i.e. turnover and profit).

These measures are referred to as '**lead measures**'.

Lead Measures

Lead measures are the measures of a primary success or the cause of customers wanting to come to you, buy from you, come back to you, buy more from you and tell their friends about you.

The other types of measures are called 'lag measures'.

Lag measures are the measures of result: i.e. how many customers take those actions, what they spend and what it costs to make this happen.



What we are suggesting is that **you need some very powerful lead measures in your business**, with your systems focusing on them and holding everyone and everything accountable to delivering them.

So, where do these lead measures come from?

Well, they will come from your 'mission' and your business systems.

For example:

- If you want to have loyal customers wanting to come back to you, you need to measure customer opinion and loyalty.
- If you want your business to be very attractive, you need to measure attractiveness.
- If you want customers to buy quickly and buy more, you need to measure behaviour during the customer journey and repeat business.
- If you want to ensure customers have a consistently great and continually improving experience, you need measures of consistency and continual improvement of their experience built into your systems and customer journey.
- If you want to ensure that you're getting it right and your systems are working properly, you need measures of your key delivery statistics such as 'one contact' or 'on time in full'.
- If you want to know what really matters to customers, you need to measure customer opinion and feedback.
- And, if you want to measure how likely it is that your business is going to grow through reputation and referrals, you need to measure reputation and referrals and gather feedback concerning them.

Measure what matters

To get the results you want.

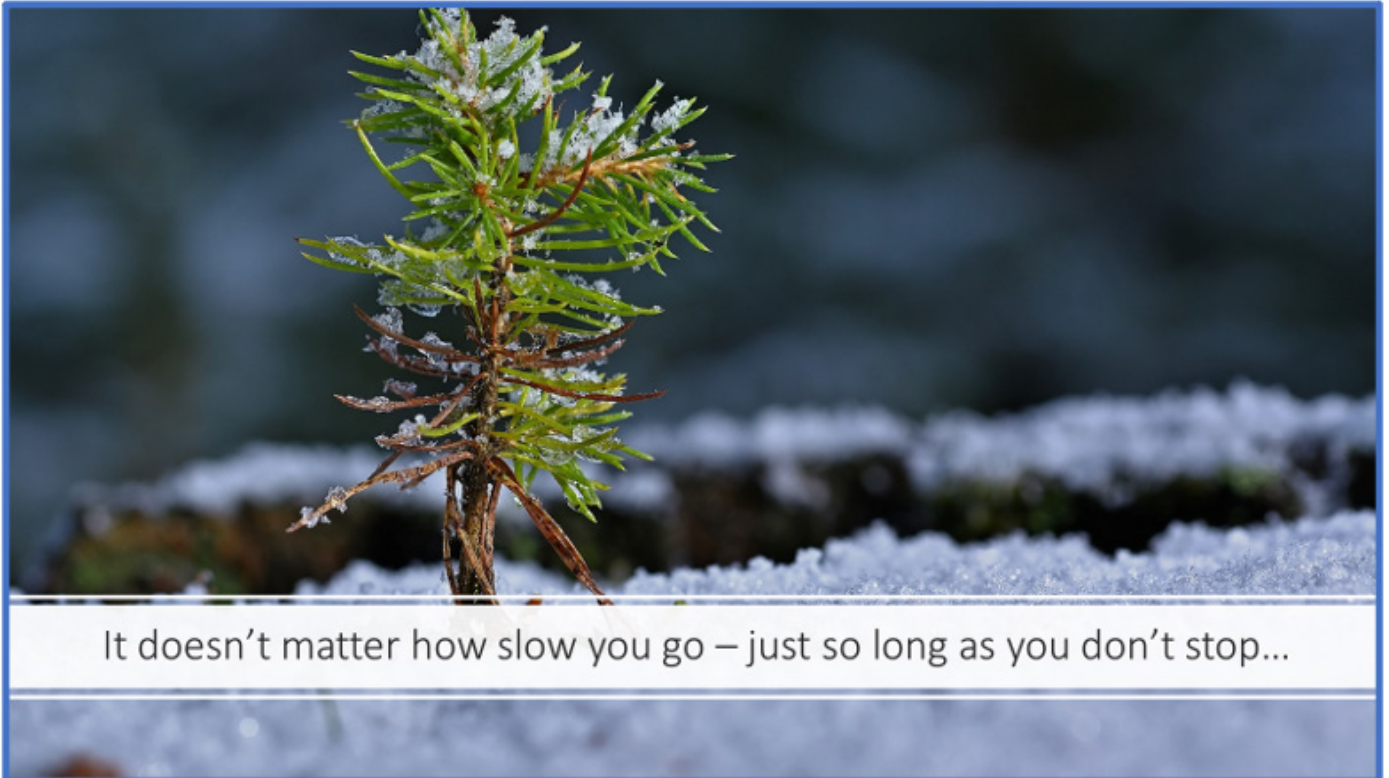


What action shall I take?

So, whilst it's not an easy task, you can make it interesting and easy by doing these things:

1. First of all, **interesting: make sure that you are genuinely interested in customer experience and customer feedback.** This in itself is a massive opportunity, because so few businesses really are (and even those that pretend to be and put systems in place tend to execute them very mediocrely at best). So just by doing this, **properly**, you can set yourself way ahead of the crowd and start to consistently blow your customers socks off via a process of continual improvement.
2. And to make it **easy**, you need to set up **simple but powerful systems, step-by-step, to gather feedback proactively and reactively and to respond effectively.** This will help you build customer loyalty, learn about customer needs and develop systems inch by inch to achieve the customer attraction, conversion, loyalty, reputation and referrals that will serve you so well in your business.

Step-by-step is the key phrase here... again.



It doesn't matter how slow you go – just so long as you don't stop...

This may sound like a daunting task, but, like everything else, when you know what you're doing and have a clear end goal in mind, with the right guidance step-by-step, it becomes much easier.

We suggest that this is far too important to get wrong, or not do at all, so we offer three ways to help you get started:

1. **Contact us** and ask for our free e-book: '**How to build a feedback system that actually works**'.
2. Join our '**7-week starter for 10**' system: this gets you going on all these ideas with just 10 minutes a day. You can find more details at the end of this book.
3. **Contact us** for **coaching assistance or bespoke help** (more on this later)

5. (Really) Understanding the Customer

If only we all could!

All customers have different beliefs, emotions and actions but they all want the same result: **they want to move away from problems or pain and move towards opportunities or gain.**

The problem is, what constitutes a problem or an opportunity for a customer varies not only according to the individual, but also to the time, context and situation they are in when they are doing business with you.

The issue is also that you are the expert in what you do, and you think you know what customers want from you: but you only know what you know.

And you don't know what you don't know.

No matter how much understanding you have, **you can never know everything you need to know about what your customers want from you ... in general and in every specific circumstance.**

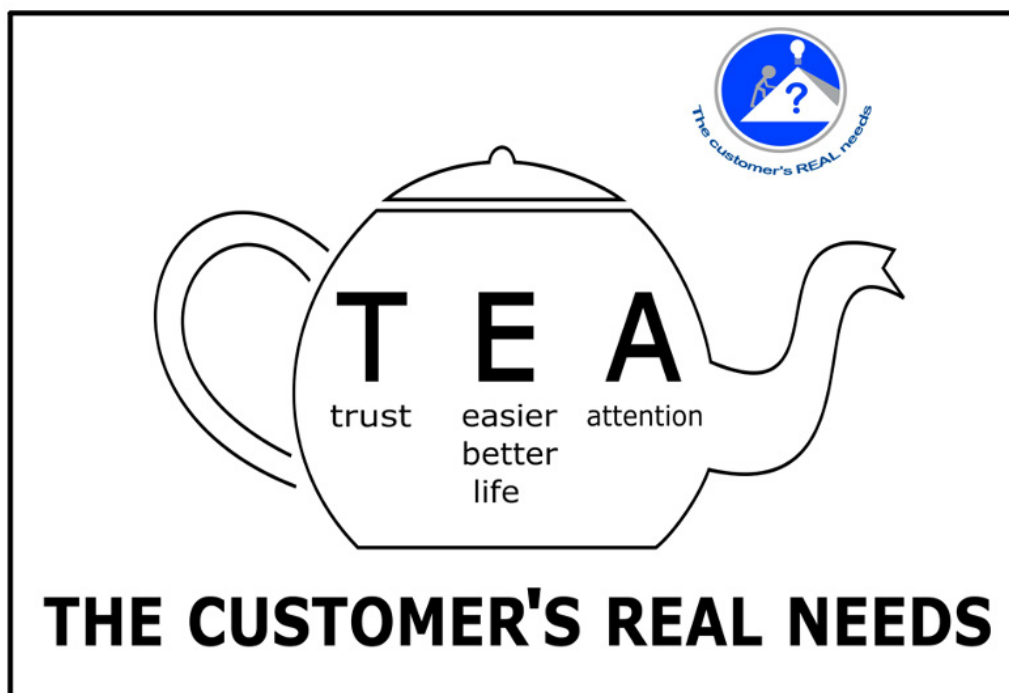
In my books, 'Great or Poor' and 'Slow Selling', we narrow this massive issue down to three guiding principles. The three principles that drive all human behaviour to move away from problems or pain and move towards opportunities or gain.

So, here is a simple outline of these three principles:

What customers want

In effect, customers just want a cup of tea: T-E-A.

- **T stands for 'trust'**: they want to trust you and your systems, knowing that they are receiving fair value and their custom is being valued.
- **E is for an 'easier' or better life**: customers want their lives to be made easier or better by dealing with you ... and certainly not harder or worse!
- And **A stands for 'attention'**: this is the massive need for human attention that we see all around us but sometimes fail to take into account when planning business systems and how we deal with customers. All customers are human and have this basic need to feel cared for and cared about, both individually and systematically by all businesses they deal with.



And we can further split those three things: T - Trust, E - Easier or better life and A – Attention down into more categories.

T - Trust has two categories: competence and consideration.

- **Competence** is your people, systems and processes working properly so that you can deliver what you say you will without problems.
- **Consideration** is that you, as a person and as an organisation, are genuinely trying to do the right thing for your customer rather than perhaps mislead them through clever marketing. You need to show trustworthy intent in all things.

E - Easier or better life is all about in-person and in-systems.

- **In-person** is about how you deal with customers and making sure that everyone who's involved with your business acts in the same way.
- **In-systems** is about creating and filtering every system through the three TEA principles so that they make the customer's life consistently easier and better.

And **A - Attention** can be split into two sections: direct and indirect.

- **Direct** attention is how you deal with each individual customer throughout every step of their journey.
- **Indirect** is how your systems proactively go out of their way inch-by-inch to make the customer feel like they are genuinely cared about, and you are paying attention to their real needs.

So, as ever, easy to say, much harder to do...

So, as ever, you need to slow down and make it interesting and easy...



Here's how:

1. **Interesting:** assume you know next to nothing about your customers and **be open to continual feedback and go-the-extra-inch improvement** in every system and aspect of your business.
2. **Easy:** take the **same steps as we outlined in point number 4**, where we talked about measures and continual improvement systems. It's good news: a few simple steps have multiple effects across your business!

6. Planning for Failure

As we said at the start of this book, no plan survives first engagement with the enemy, but it can be, and often is, so much worse than that.

- You may have service failures where your systems break down.
- You may have customer reviews, fair or unfair, where your reputation starts to spread for all the wrong reasons.
- You may have systems that don't work properly or go wrong.
- You may have security breaches that cause all sorts of trouble for you or the customer.
- There may be changes in the market that throw everything up in the air.
- And there may be all sorts of other unforeseen problems that come and hit you when you're least expecting them.

To simplify this, there are three areas where failure can affect you:

1. The first area is **customer experience** where customers, now empowered by social media and review sites, can tell the world what they think of you - whether it's fair and accurate or not.
2. Secondly, **behind the scenes**, where something in your system doesn't work as it should do, and the first you know of it is when things start going wrong and customers start complaining.
3. And, thirdly, **in the market** when something changes around you that you didn't anticipate: (a good example of this is continual innovation, IT and AI disrupting the market).

And the key to all of these things of course is **how you anticipate** and **how you respond** to them and what plan you have in place for when things do go wrong.

Because if they can go wrong, they will.



So...

1. Concerning the **customer**, we suggest you need to have proactive and reactive systems based around a process called '**We Boobed**'. This is a training course that we offer within the Slow Selling movement and it's all about:
 - **Getting ahead of the game:** making sure that you anticipate things going wrong by being proactive and asking people - so that they tell you before they tell anyone else, and then you can put all the right responses in place before it goes public.
 - **Responding brilliantly when you're behind the game:** applying the same set of principles to when things have already gone wrong and the first you know about it is when your dirty washing has been aired in public.
 - **Generally treating all feedback valuably and seeing complaints as compliments:** because over 90% of dissatisfied customers won't tell you their thoughts, they'll just not come back, or they'll spread your reputation for all the wrong reasons behind your back.
2. With **behind the scenes** problems, it's about continual planning and re-planning for failure ... having great 'lead measures' in place that you monitor effectively and testing your systems, inch-by-inch, so you get the feedback and information you need ... when you need it.

Most major failures are preceded by several smaller failures: for example, the space shuttle, Challenger, that blew up in 1986 already had over 100 small issues that had been reported on previous missions that were unresolved ... and that eventually combined to create one massive issue.

So, make sure that you have systems and measures in place to detect and pick up problems when they are small.

Look for 'small smouldering issues' and address them, inch by inch, before they turn into wildfires!

3. And, thirdly, **in the market**. Again, the key is to anticipate that this will happen because it always does. It may not be as significant as a worldwide pandemic, but there will always be changes in the market, changes in systems, unexpected innovation and automation, changes in customer behaviour and changes in the way things work.

The best way to address this is to proactively look for them, (very similar to the previous point we made about internal systems and measures), and to consistently gather feedback and look for changes, innovation, and unfulfilled customer needs inch-by-inch.

Look out for:

- Situations where they've changed their behaviour, or they've changed the words or needs that they have,
- Innovation, where you can see there's an opportunity for something better or different in the marketplace
- Failure where small things have gone wrong or needs have been unfulfilled and where the customer is saying, 'I wish we could get this problem solved'.

All of these things will **not only identify issues before they turn into problems that start to undermine your business, but also will indicate gaps and future opportunities that can be taken advantage of ...** so you are always ahead of the game.



So, to make that **interesting** and **easy**, it's the same action point as above, point number 4 with a bit added on:

1. To be **genuinely interested in customer experience and customer feedback.**

On top of this, to

- Make sure that you treat your internal people as customers i.e. people who work for you, people who work with you, your suppliers and your community. Encourage them to give you feedback and tell you where things are not quite right and when the gaps and opportunities are.
- Teach everyone to look for small fires and small gaps: empower them to deal with them amazingly.
- Put 'Go the extra inch' systems in place to ensure you learn from feedback and improve your processes continually.

2. Easy: **set up your proactive and reactive listening and response systems step-by-step**, to address all of these issues as and when they come your way ... and to be grateful that they've headed in your direction when they are small rather than when they are large and monstrous!

7. Improvement, Innovation, and Ingenuity

Okay, so when you've got all the above going, you may have satisfied customers and perhaps your business is growing and employing more people.

You may then well say: **'I'm all right now'**.

And that of course then is when it all starts to go wrong.

- You may not want to continually change and grow, or you might like it: it doesn't matter.
- You may, like almost everyone else, be afraid of the unknown and afraid of failing if you start a new idea or venture. Perhaps you might dislike continual change.

"As long as you're green, you're growing ... as soon as you become ripe you start to rot"

Ray Kroc.

To feel like this is normal. We all experience it. But there are really two issues here:

1. Customers are becoming ever more picky and choosy: what's 'good enough' today is unlikely to be tomorrow! A recent study by a leading brand suggested that at least **80% of 'satisfied' customers would not return to a business (because they wanted to be moved and to feel appreciated and loyal ... not merely 'satisfied')**!
- Customers are now so used to the service they receive in all directions being of high quality that they are looking for something far more than just satisfaction - they are looking for excellence and to be wowed.
- Innovation, change, and excellence are all around us ... and if you're not looking to provide continual improvement and raise the bar, inch-by-inch continually, someone else somewhere else will be. The acceptable standard for your business may change almost overnight without you knowing or being able to do anything about it.

For example, Yellow Pages went bust almost overnight with the advent of excellent internet search engines, and Kodak put themselves out of business when they invented digital photography and didn't develop it proactively ... for fear of affecting their existing film business!

So, **improvement, innovation and ingenuity are not optional**: they are a vital key to long term survival ... and as a business owner, you need to be embracing this: feeling the fear and doing it anyway!

2. This constant improvement, innovation and ingenuity in the market is supported by global trillions.

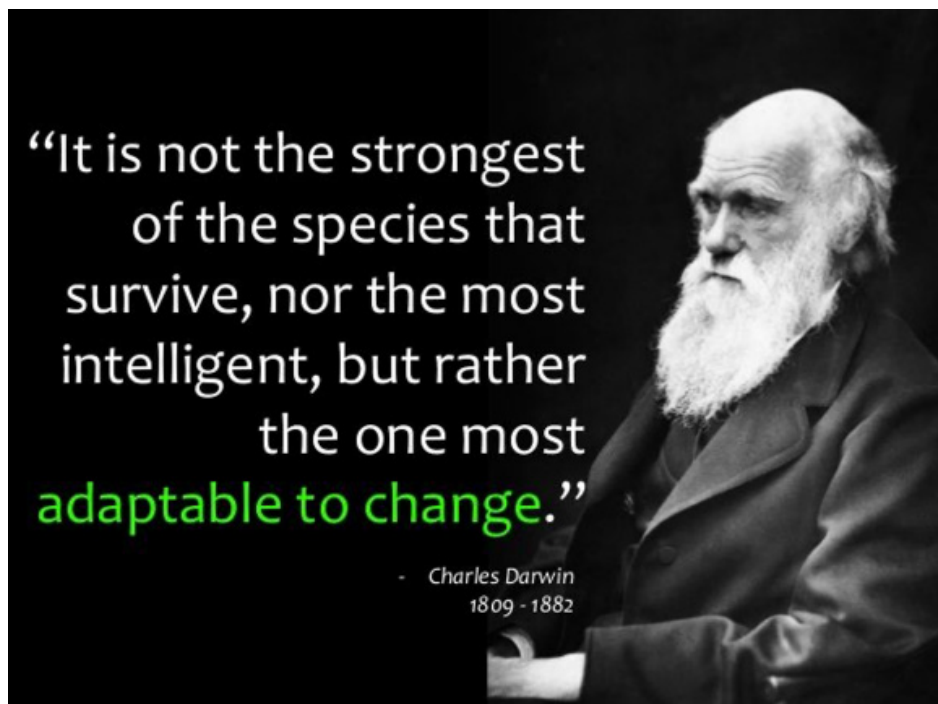
As a business mentor and investor myself, I am constantly approached by people with new ideas and those looking for mentoring and investment of some innovation that they see as being destined to change the way that their market operates forever.

Of course, many of these will turn out to be damp squibs, but the only thing that never changes, in your market and everyone else's, is the fact that over time, everything will change.

Investment money pours into new ideas, and change is continually accelerating.

As Darwin's Law so clearly states: **It is not the strongest of the species that survives, but those most adaptable to change.**

So, embrace this fact and be open to change through all of the systems that we have previously discussed.



Remember how Amazon changed the world of books and then changed the world of retail forever?

Remember how Tripadvisor changed the world of hospitality and how Uber has changed the world of transportation?

These innovations are continuing all around us.

So, to make this interesting and easy:

- **Interesting:** keep thinking about **how great you could be** and **what is the next exciting opportunity that may come into your market:** what could you try and what could you do if you really put your mind to it?
- And to make it **easy** the key is to just **keep following one philosophy** and to **adopt a go-the-extra-inch process** into your business, as we have continually stated above. Make it non-negotiable: 'Progress by the inch every week is what we're about'.

Then life starts to become easier and more interesting all round!

Conclusion

So, all of this is easy to say and easy to write ... but what can you actually do about it?

Where can you go for resources and extra help as and when you need it?

In '**Slow Selling**' we suggest there are two things that you can do:

1. Firstly, you can gather **free resources** focused on specific areas of interest.
2. Secondly, we suggest now that you've started this journey you **keep going** ... on an inch-by-inch, step-by-step basis, using a simple **7-week 'Starter-for-10' course** that is now available to you.

Free Resources

- For **guiding philosophy**, you may want to have a look at my books: 'Great or Poor' or 'Slow Selling' or download our free audiobook 'The 4 Vital principles of Business Success' from **www.slow-selling.org**
- For the **go-the-extra-inch process**, please see our website for **free resources** or **contact us** for a white paper on how to start putting these into your business.



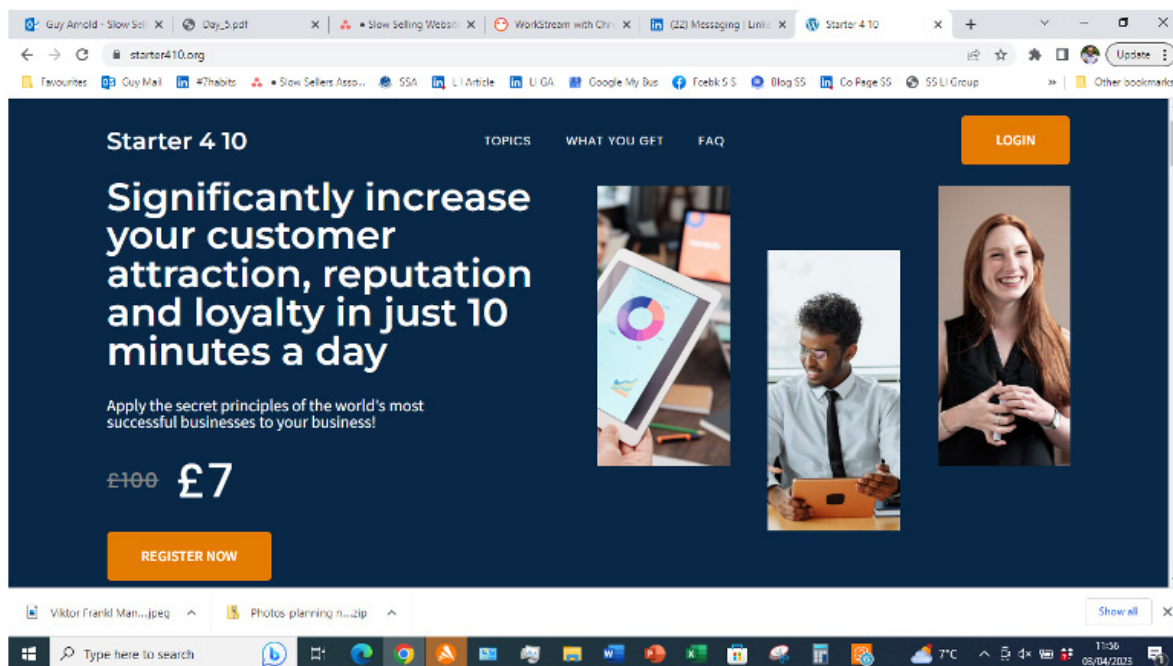
- For **feedback systems and lead measures**, please **contact us** and ask for our free e-book, 'How to Build a Feedback System That Actually Works'.
- For **planning and review systems**, please see our **free resources** on our website or **contact us** to tell us what you specifically are looking for.
- We would particularly invite you to look at the free resource on the website **Weekly Compass Plans**, which is at the heart of everything we do in Slow Selling.
- For when things go wrong, we can offer you the '**We Boobed**' training. There is no free resource for this, but it is available within Slow Selling, so please **contact us** if you would like to know more about it.
- And, for **continual improvement systems**, we would signpost you again in the direction of our go-the-extra-inch processes and **free resources** on our websites.

7-week starter for 10 course.

The '**starter for 10**' programme will help you work on the ideas in this book, step-by-step in just 10 minutes a day, for 7 weeks.

The idea being to help you develop a habit of putting aside **10 minutes a day to work on your business rather than just in it.**

This is what it looks like:



It's **easy to do**, because it's delivered by email each day, with all lessons and audio downloads available for you to keep at the end of the course.

There is a charge of just £7 for this tool: it's not free, because **investing a small amount in this is an important step for you to take**: if things are free, they aren't valued and so you won't take action.

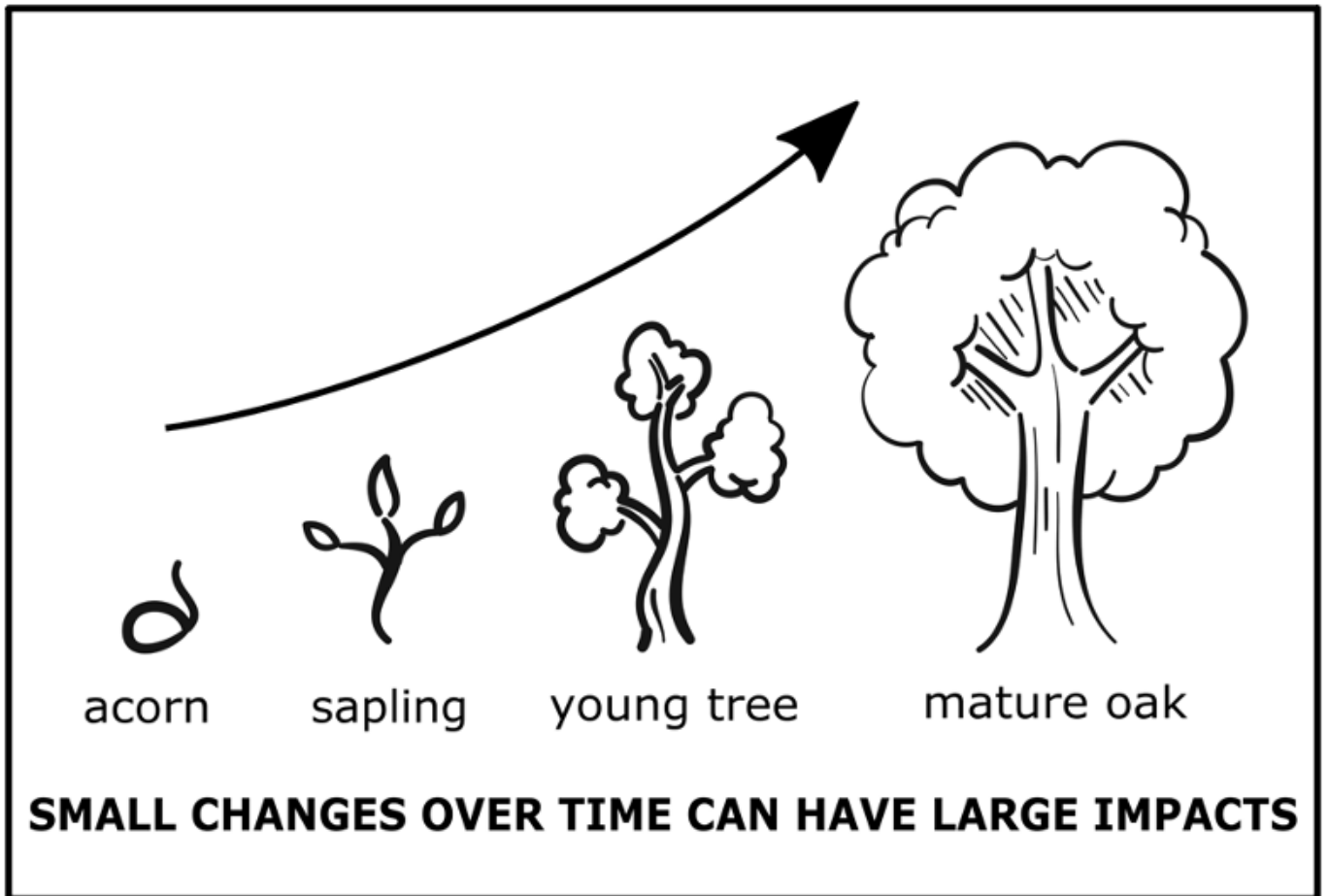
This 10-minute session will help you continually improve your personal habits, the systems and processes in your business, and the way that you deal with people around you, based on the ideas outlined in this book.

And, through this, life will become less stressful, and you will become continually more confident.

(And, by the way, your business's loyalty, reputation and referrals will also continually improve little by little!)

To access this tool, go to **www.starter410.org**

Remember, it's just £7 and it'll really get you moving!



Other Resources

Of course, we also offer coaching and training services at Slow Selling.

But we're not going to try and sell you these: we genuinely suggest that you get started with the **free resources** and the **www.starter410.org**

Then, if you like what you experience, and want more support, you can **contact us** and see how we can continue to support you.

Don't forget: we're a not for profit organisation, so we aim to give you the best possible support for your situation at transparent and reasonable rates.

We look forward to hearing from you.

www.slow-selling.org

One last thing: don't do nothing: the key to success is putting one step in front of the other. You've taken the time to read this, please do then do at least one thing differently in your business!



Thank you and best wishes.

Thank you very much for taking the time out to read this, and we look forward to helping you continually improve and to integrate these ideas into your business.

Best wishes,

Guy Arnold

Founder of 'Slow Selling'

www.slow-selling.org



All material is copyright to Guy Arnold and Slow Selling:

Please feel free to share the information but please
be sure to mention this in any sharing.