

Action Plan

Coaching Questions

Have you started selling?

- Getting sales in your business is of prime importance. Without making money, there is no business.
- The sales cycle can take over 6 months. This means from the moment that you begin selling, most companies may not be able to close a sale for 6 months after that. So the longer that selling is delayed, the more that income is being delayed. Starting to sell sooner rather than later is important.

What is stopping you from selling? What are the top 5 things that you need to finish to start selling?

- Understand why you are not selling. Often the reason that an entrepreneur is not selling is because they are nervous to show their product/service to others in case they receive negative feedback. An entrepreneur's business is extremely personal to them, as they have put a lot of investment (emotional, financial, and physical) into it.
- To start selling, an entrepreneur normally has less than 5 things that they need to complete to get started on selling. This does not mean that you will get a sale immediately after completing the 5 tasks, you are simply at a place where you can feel comfortable talking to potential customers about your business.
- Some common required tasks to begin selling are website, business cards, samples, catalogues, etc. These are marketing materials that will help you with starting to sell.
- Some examples of tasks that are not always required are contracts, registering your business, and the final product.
- By selling before your product or service is finalized, the customer actually helps you refine your business. They would help with improving the product, understanding what should be in the agreement, and allows you to understand the value of your business prior to registering it.

What are you going to get done in the next 2 months?

- List out all of your goals in the next 2 months. Can you prioritize these?
- Write these down on a big piece of paper and make sure that they are visible in your office, bedroom, washroom or kitchen, so that you are always driven to complete them within this time frame.

Where do you see your business in 6 months?

- Is there anything that needs to be done in the next 2 months in order to get you to this 6 month goal?
 - Are there partnerships that need to be formed?
 - Do specific organizations need to be contacted today?
 - Does the development, feedback, or testing of a new product or service need to get started?

Are your timelines reasonable?

- Being too aggressive in your timelines can be negative on a few fronts:
 - It can make your customers disgruntled if timelines aren't met on something that is promised to them.
 - It can result in all future plans to be unreasonably set and cause an ongoing challenge in the future.
 - Your own expectations will not be met or your employees' expectations, which would reduce motivation and momentum within your business.
- You still need your goals to stretch you, or you won't be moving fast enough to stay ahead of the competition.