

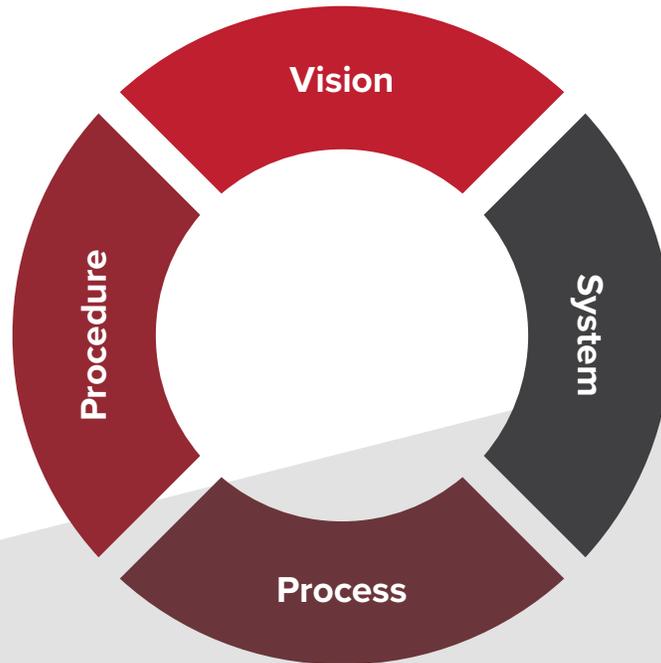
The 8 Recommended Business Systems Explained

The Dream, The Map, General Directions & Turn-by-Turn Instructions to Having The Business You've Always Wanted



People are not systems, but rather **ASSIGNED** to a system!

It can be overwhelming to think of systems, processes and procedures. Let me help you break it down. Let's back out and look at the overall picture!



Vision

This is your overall plan of what you want your business to be, represent, reflect, etc.

System

Systems are a set of processes, procedures, and a methodical way of doing things to reach the desired outcome.

Process

Simply stated, this is a series of steps taken to achieve the outcome. You can refer to this as the “WHAT” you do.

Procedure

This is the “HOW” you do the process. A very detailed process and instructions.



What are the 8 SYSTEMS recommended?





1. Overall Goals Strategies Systems

You could call this the “Master Plan” for your business. This is where you clearly identify what your business will “look” like, “feel” like, and operate like.

What services and products will you provide?

What kind of workplace and client culture do you want to have? What are the values and vision you want to represent?

Some examples of your Overall Goals Strategies:

- Business Goals and Objectives
- Systems and Processes
- Metrics to Gauge Success
- Workplace Culture
- Team (employee) Management
- Financial Strategy and Cash Flow Management
- Marketing and New Lead Acquisitions
- Product Quality
- Employee Recruitment
- Communications (internal and external)



2. Marketing Systems

What are you doing to generate new clients? How are you reaching them? Is what you're doing effective? If so, how do you know? How do you track this? Should you always be generating new leads?

Marketing systems should be the execution of your main marketing strategies and can include the following:

- Business Goals and Objectives
- Online ads with Google, Facebook, Yelp, etc.
- Social Media
- Your Website and SEO
- Email Blasts
- Print Ads (magazines, newspapers, newsletters, etc.)
- Referrals
- SWAG (printed merchandise)

3. New Client Acquisitions Systems (aka Leads Conversion)

The pet industry averages a 30% client attrition rate. This means that an average business in our industry will lose 30% of its client base each year.

This can be to pets being rehomed, pet death, client moves out of area, loss of job, etc.

You need to have a robust client acquisition strategy to keep a steady flow of new people to your business.

Do you have a plan in place to convert people who show interest in your business into GREAT clients? You can have the best marketing plan, but if your client conversion is terrible, it won't matter.



4. Operations Systems

This is the daily delivery of your goods & services to your clients. This system will house all the processes and procedures needed to effectively, efficiently and safely provide the services to your clients and their pets.

Examples of Operations Processes:

- Customer Service
- Core Service Delivery
- Task Management
- Employee Training

5. Administrations Systems

This refers to the “behind the scenes” activities needed to manage, maintain and run the business. This includes proper management of data, forms, software, communications, inventory, employee scheduling, HR issues, I.T. and workplace safety issues.

6. Cash Flow & Finances Systems

This system is very important and can make or break a business. Cash flow is the management of money coming in to and out of your business and how it’s managed is crucial.

Important elements of cash flow are:

- Proper bookkeeping
- Budgeting
- Understanding revenue streams
- Understanding expenses
- Payroll
- Outstanding Liabilities
- Cash on hand



7. Employee Management Systems

Employees are the heart of every business. They are your portfolio of human investments. The success of your business will directly depend upon how well your people are managed. When adding to your “portfolio”, you only want to hire the best.

Examples of Employee management processes:

- Employee communication methods
- Finding, Hiring, Training and Retaining
- Employee Records Management
- On-Boarding
- Workplace Culture
- Performance Metrics
- Exit Processes

8. Safety Systems

This entails every aspect of your business and how safety plays a role in day-to-day operations. Much of safety focuses on proper training and prevention.

Example of safety processes:

- Proper dog handling and behavior training
- Preventative measures
- Emergency procedures for fire, flood, hurricane, tornado, etc.
- Proper cleaning and maintenance processes
- Safe chemical handling
- OSHA guidelines and rules
- Facility safety and protection, and more...



Systems can be used repeatedly!

Every business should have a set of detailed systems, processes and procedures that outline every part of their business and actions.

Further, these are fluid, living documents. They should be constantly measured and evaluated for effectiveness and efficiency. They can be changed at any time to meet the ever-changing needs of the business!

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