

# 3 Key Roles of a Small Business Owner

The more solid your business fundamentals are, the better the chance your business has to survive and ultimately thrive. Good management of your time and the limited resources you have is the key to success.

1. **The first key role in business is to maximise Profit.** To increase profit you can increase price, reduce cost or increase volume.
2. **The second is to increase cash flow.** Your business can only keep running if it have enough cash to pay its bills.
3. **The third key is to focus on marketing and sales.** You need to set goals which will give the business direction and make it accountable as we strive for success.

In Brian Tracy's book - *The 100 absolutely unbreakable laws of business success*, the "Law of Three" says that there are only three things that you do each day that account for 90% of the value of everything that you do. We must focus and improve those 3 things every day.

- For example in Sales we now know that the three activities that account for 90% of your value are: [Prospecting, Presenting, and Closing](#).
- In Marketing it is the [Right Target group with the Right message in the Right Medium](#)
- In Profits, the three most important things are: [Increase price, reduce cost or increase volume](#).

So keep your focus and remember a goal without a plan is just a wish. The biggest reason people fail is because of limited or the wrong action.

## Tips on how to keep your focus

1. Always maintain your integrity (in everything you do)
2. Decide who you are and what you do (and what you don't do)
3. Decide who you serve (and who you don't serve)
4. Decide what makes you different (and do it)
5. Manage cash flow (very closely)
  
6. Set goals (and go after them)
7. Market your business (get known for the right reasons)
8. Produce and sell more and better products and services
9. Control costs more intelligently
10. Expand and grow more predictably

**Focus on results.** Your goal is to maximise profit and to do that you must work smarter. You must consistently produce greater results from the same time, effort and activities.

You are in business to make money. You must know how much money come in and when. You also need to know what must get paid and whether it can be reduced or eliminated.

To increase sales and grow your business ask yourself "Is what I am doing right now leading to a sale?" If the answer is "no," then stop what you are doing and get back to prospecting, presenting and closing.

A Small Business owner ability to analyse, plan and implement the top 6 business performance drivers will greatly help them to grow and have a successful business.

### **The top 6 business performance drivers are**

1. Management - Improve Productivity
2. Money - Improve Cash Flow
3. Marketing and Sales - Prospecting, Presenting and Closing Sales
4. People - Relationships with Clients, Suppliers and Staff
5. Product - Quality Products and Great Services at the Right Price.
6. Process - System and Controls must be in place for all operations

Many small business owners let their fear of failure stop them from putting their ideas into action. Here are a few key issues you need to focus on if you want to become successful.

### **Keys to control your business**

1. Keep control over finances
2. Focus on the fundamentals of business – giving great services and generating cash.
3. Clearly define the mission, goals and vision of the company.
4. Partner with the best people for every service and product you must deliver
  
5. Improve bottom line profits and maximizing long term profitability.
6. Build a unique business model that supports customer loyalty and trust.
7. Build and add new products for a continuous stream of innovative offerings.
8. Add value and improved quality of service.

So keep your focus and remember a goal without a plan is just a wish. Challenge yourselves with the following mind-set.

**Most great people have attained their greatest success just one step beyond their greatest failure. — Napoleon Hill**