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# DCB STRATEGIES

Decide Commit Become



## Develop & Activate Your Business Model

*"Many have the will to win but few have the will to prepare!"*

It is no secret that the those who are among the best in their field take the time to develop and activate their business model (BM). A BM answers the following questions: Who is your customer, what does the customer value, and how do you deliver value? More traditionally, it defines how you and or your company **Creates, Delivers** and **Captures Value**. Note...BMs and business plans are very different, but also most dependent on each other. A BM is the main idea of the business together with the description of how it is or will work. The business plan goes into detail to show how the ideas are working.

Keep in mind that your BM must be built around your short, long-term goals and vision. The model should be flexible for adjustments as material circumstances will appear. Yes, be prepared to **ReAssess, ReState & ReActivate\*** your BM as needed.

Below is the *Framework to Develop Your Business Model*. It is comprised of three categories which include two "need to do's" each, for a total of six. Once developed, you are then ready to activate it with an accountable and action-packed business plan. Embrace this process and structure as you will develop your path to success, thus turning the invisible into the visible. *Cheers!*

### The Framework To Develop & Activate Your Business Model

#### Create Value

##### #1 Identify your target market for prospects and clients.

- Thoroughly develop your categories or lists (industry, companies, college contacts, demographics, COI's, etc.) that represent **all** potential prospects and clients. This activity should never stop...it matures as your business matures.  
- Ask clients for "advice" not referrals when it comes to them sharing potential prospects in their prosperous circles.

##### #2 Define your value chain and create your value or service.

Clearly state your value proposition from sourcing to marketing and sales. How do you want prospects and clients to remember you and your brand? Ie..Are you known as the passionate educator, financial partner, problem solver, networking specialist, listener, etc. Differentiate and be memorable. This requires **visibility mapping & reputation enhancement\*** actions.



#### Deliver Value

##### #1 Mobilize your resources

Take inventory of your resources that help you deliver your value proposition, such as:

- Marketing department's ideas
- Prospect and client presentations
- Seminars, webinars, radio, etc
- Firm's sought after speakers
- Top notch CRM app for your data
- Topic experts for value-add meetings
- Engagement activities and events
- Consistent high-touch campaigns
- Social media branding activities, etc

##### #2 Identify your strengths and weaknesses.

Fully understand what both are and focus on your strengths while improving on your weaknesses as needed. Your strength could be your passion, public speaking, networking, the craft of open-ended questions, calendar conquerer, smiling & dialing, prospect and or client gatherings, etc.



#### Capture Value

##### #1 Identify and work your business partners.

Depending on your specific industry of practice this will differ as it pertains to the referenced titles. For financial industry wholesalers it would be items such as the following:

- COI's for networking
- Firm's internal professionals
- Firm's sales complex managers
- Your wholesaler colleagues
- Your internal sales partner, etc

##### #2 Forget the service model...Set up your Client Experience model.

**News Alert!** It is not about the service...it is about the Experience!

Develop a scalable model that delivers an experience for your clients. Design around the four major themes below:

1. **Seamless** on all touch points for clients
2. **Responsive** = Act, Resolve & Deliver
3. **Insightful** = From client's view & needs
4. **Alligned** = Comprehensive collaboration



\* Listen to the DCB Podcast titled: *ReAssess ReState ReActivate* / \* DCB Podcast titled: *The Trifecta Of A Successful Salesperson*

### Being the Best And Average Have Nothing In Common