

Retaining Customers and Managing Processes with Gary Hernbroth

Right now, our economy is in the process of reawakening after the suddenness of COVID. More and more businesses are bouncing back. In these times, good leadership is critical to success and could make or break a business.

A good leader is not what you are — it's how you do things. The businesses thriving now amid the pandemic have leaders who improved their processes and proactively adapted. It might be challenging to handle a business now, but there are many ways to take your leadership and business management to the next level.

Through this workbook, you will determine the essential qualities of a leader and learn how you can put them into practice.

QUOTE TO REMEMBER

'A rising tide lifts all boats only if the boat is water worthy. Only if the boat doesn't have holes in it.'

Activity:

The suddenness of COVID blindsided everyone. What was a business plan that got derailed because of the pandemic? How was it disrupted?

If you adapted to the disruption, or as Gary puts it, "put out the fire", how could you have adapted better? If you couldn't recover the project, what could you have done, and how could you apply that to future projects?



Gary talks about what you need to have as a leader to ensure that your business stands strong and runs smoothly. But before that, you must have a thorough understanding of your business. What does your brand represent? What is your goal?

The Five Keys To Leadership

Communicate the Mission

How do you disseminate information within your organisation? Do your employees understand your business as well as you do?

Set Priorities

Prioritise! How do you determine your priorities and manage your time? How do you delegate tasks to your team?

If something does not work toward attaining and acquiring customers, then it's not a priority. What tasks can your business relegate to unimportance?

Gather Your Necessary Resources

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with Annemarie Cross

Show

List down at least five resources you need to obtain your business goals and how they can help your business. These resources might be tools, financing methods, people with specific skills, or something else entirely.

1. _____

2. _____

3. _____

4. _____

5. _____

Confidence and Courage

As a leader, you must show confidence and courage. How can you improve the way you handle situations where you or your team make mistakes?

Consistency

What three good things were you doing before COVID that you can still do today?

1. _____

2. _____

3. _____

What three principles do you abide by, even in the face of opposition?

1. _____

2. _____

3. _____

A good leader must also be a good salesperson to secure customers and retain them. In the table below, list down six qualities that a good salesperson needs. Then, in the next column, describe a situation in which you displayed that quality, whether in business or personal matters.

Qualities of a Good Salesperson	How I Have Shown These Qualities

But it's not only you who needs to be a good salesperson. Your entire team should have the qualities of a good salesperson. That's why it's necessary to upskill and train them properly. What activities can you implement to develop your team's sales skills?

1. _____

2. _____

3. _____

4. _____

For an entire week, aim to do one small thing that will help your customers, your team, or your business as a whole. Write them down below. Feel free to add multiple actions.

Mon	Tues	Wed	Thurs	Fri	Sat	Sun

Do the above actions for a month, then return to this workbook. How have these things impacted your business? Did it change anything in how your customers treated you or how your team worked?

You can't fill your team with untrained people and expect them to deliver quality performance. Even if your business faces a labour shortage, having slightly fewer but well-trained employees is better than a mob of inexperienced people. What qualities do your employees need to ensure that your business operates smoothly and provides customer satisfaction?

1.

2.

3.

4.

5.

6.

7.

Describe your training regimen. How do you onboard new hires or train your team? What are the gaps in your training model, and what are the strengths?

My Training Process	Strengths	Weaknesses	How Can I Improve It?

What You Will Learn From The Activity

This activity centres around the qualities of a good leader and the processes in business that you can manage or leverage. By developing these qualities and improving the systems within your business, you'll be able to serve your customers better. This, in turn, allows the acquisition and retention of customers.

First, you must have a clear vision of your business. Knowing your business inside and out is an effective way to improve your strengths and fill in the gaps. It also prevents you from being sidetracked by reinforcing your goals and purpose.

Then, you'll be assessing yourself according to the five leadership keys that Gary mentioned. Among those five keys, communication is the most important because everything circles back to it. Without proper communication, your business processes and systems will fall apart, and everything else will be moot.

Lastly, you'll be focusing on your team and your business as a whole. It's essential to upskill your team so that your business is constantly improving. From hiring new people to teaching them sales skills, you'll need to take charge in bettering your team.

With the right leadership and management skills, your business can do great things. But only if you and your team are always seeking out how to do things better — the truth is that there's



always something to improve. Luckily, there are many opportunities to do that — you just need to know your business and communicate well with your team.

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