



business and executive coaching

**BUSINESS
START-UP**

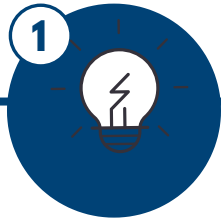


**BUSINESS
SKILLS**

**RESEARCH
WORKBOOK**

5

YOUR BUSINESS SKILLS THE FIFTH PART OF YOUR RESEARCH



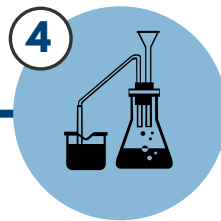
1

**What is your
idea?**



2

**Who is your
customer?**



4

**Your
Experience -
helping you start**



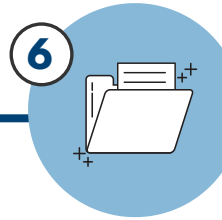
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**Your
Market - How do you
compare & compete?**



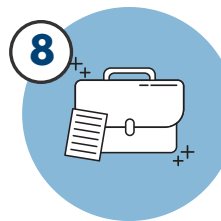
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**Business Skill
helping you start**



6

**Management &
Admin**



8

Reserves



7

**Have you got the
money?**

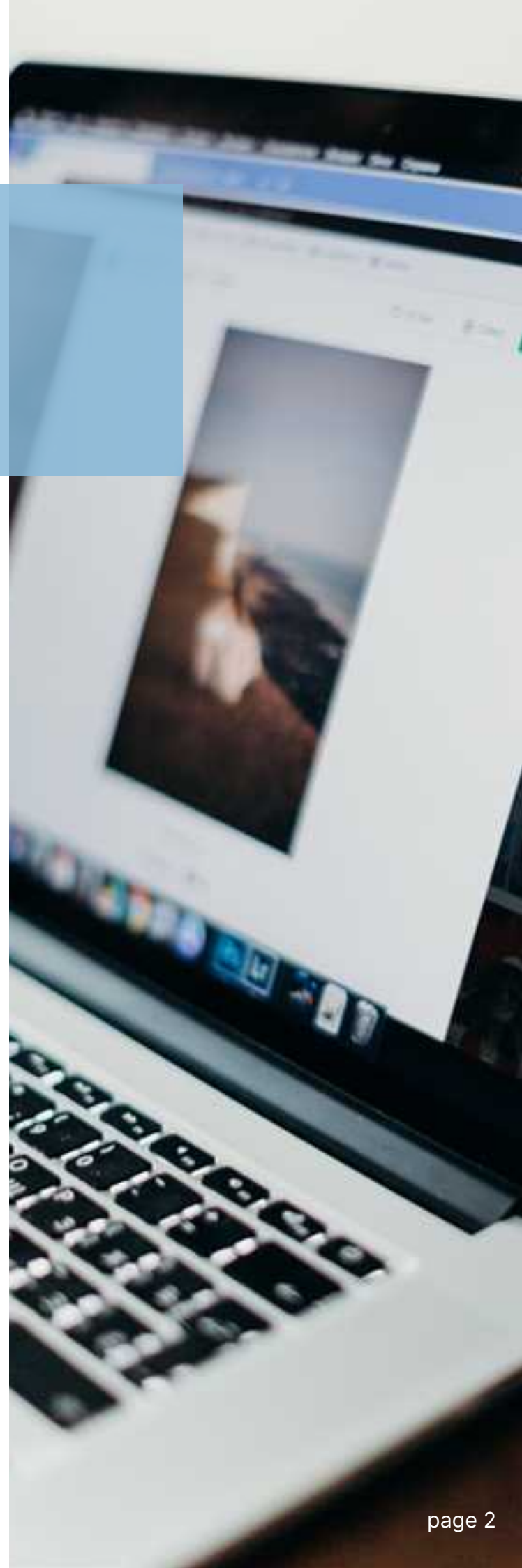
BUSINESS SKILLS

HELPING YOU WITH YOUR START-UP

In this section we explore how you can build your business skills and experience. These five questions explore how you can compete with your competitors.

Under each question there are exercises which will help you think in greater depth about what you want to do. Develop your thoughts will save time, money and resources as you test it in the market place.

You will look in more detail as to what your idea is, how you can build it and what you will do next. This workbook should be used in conjunction with the accompanying video which gives more detail.



QU 1 DO YOU HAVE SALES SKILLS?

Using the information from the Customer section , design a path that will take your prospect to paying. This process, often called the Sales Conversation, is similar whether you are doing this digitally or face-to-face.

1. What do you do?

2. What are the benefits for the customer?

3. How do you bring value?

4. Who finds your product or service useful?

5. What is your Call to Action?

QU 2 DO YOU KNOW HOW TO MARKET TO GET NEW CUSTOMERS?

Finding new customers is one of the key skills of any business. Common ways of segmenting are by target audience, channel or platform (eBay, Facebook etc) or location.

TARGET CUSTOMER	Where to find them	How to get their attention	Comment

QU 3 HAVE YOU A REGULAR SOURCE FOR YOUR SUPPLIES?

PRODUCT OR PART			
SUPPLIER	QUALITY	ORDER LEAD-TIME	PRICE

PRODUCT OR PART			

PRODUCT OR PART			

PRODUCT OR PART			

QU 4 DO YOU HAVE A PLAN AS TO HOW YOU WANT TO USE YOUR TIME?

Time management is one of, if not, the biggest dilemma for any CEO. This is especially the case when you start and have a full-time job. First map out how you currently spend your time in half-hour slots. You will then have an idea of how much time you can spend on your new venture and what you will have to give up to do so. On the next page you can then map out how you are planning to spend it.

THINGS I CURRENTLY DO:	M	T	W	T	F	S	S	TOTAL
Work (employed)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exercise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leisure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leisure 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total Hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

NOTES:

How much time can I make available?

QU 4 DO YOU HAVE A PLAN AS TO HOW YOU WANT TO USE YOUR TIME?

Use this page to work out how you can use the time that you have made available from the previous page

HOW DO I WANT TO SPEND MY TIME?	M	T	W	T	F	S	S	TOTAL
Planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Generating sales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Making your product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Social Media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Packing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
ADMIN	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Total Hours	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	

NOTES:

What time can I save by getting someone else to do it?

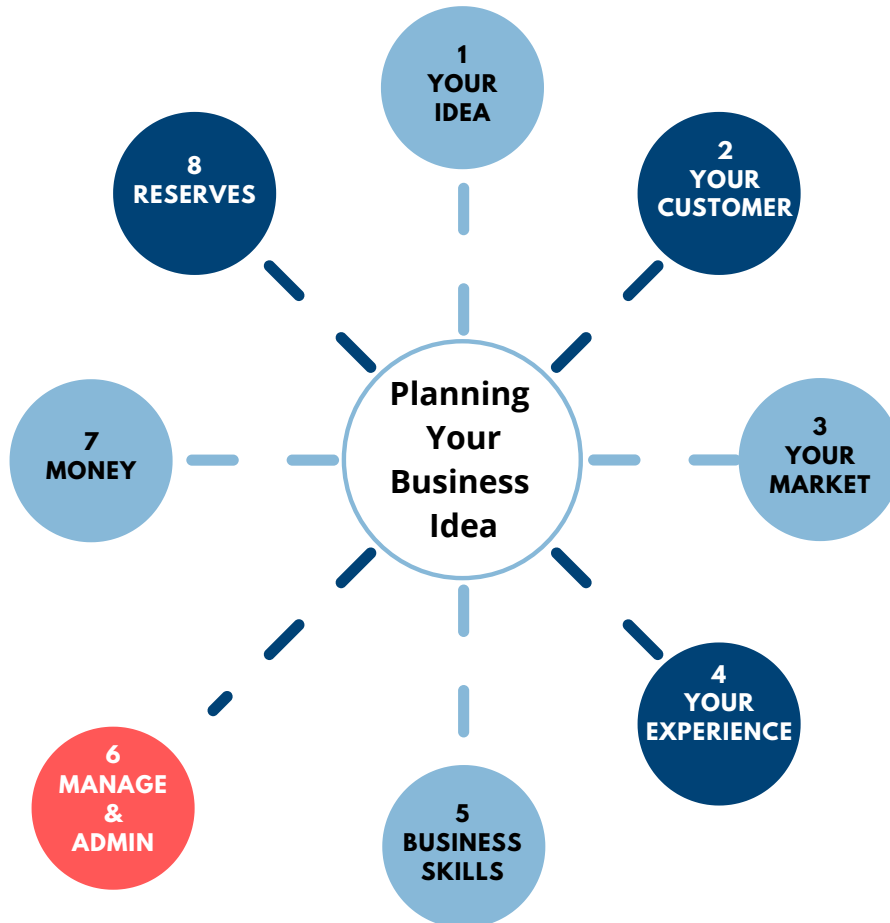
QU 5 HAVE YOU PRICED YOUR PRODUCT/SERVICE FOR A BIG PROFIT?

Best to do this on a spreadsheet where you can go into more detail and look at different scenarios


	TIME	COST/UNIT (HR)	TOTAL
PRODUCTION COSTS			
Material			
Labour			
Delivery			
OTHER COSTS			
Web costs			
Advertising			
Packaging			
SALES PROCEEDS			
Sales			
Costs			
Contribution to O'heads			
OVERHEAD COSTS			
Rent			
Insurance			
Administration			

THE NEXT STEP

YOUR EXPERIENCE



Now that you have more clarity about your business skills go and look at the management and admin that you need to support you. The next worksheet will take you through another five questions which develop your plan so that you run your business more effectively.

A top-down view of a desk. On the left is a silver laptop with a black keyboard. In the center is a silver pen. On the right is a white notepad with a pink sticky note. A semi-transparent blue rectangle is overlaid in the center, containing a quote in dark blue text.

"Talent you have naturally. Skill is only developed by hours and hours and hours of beating on your craft."

WILL SMITH

 **james
talbot**

 www.jamestalbot.net