The **7-ESSENTIAL** Pillars For Healthy, Thriving Businesses
Serial Entrepreneur
I Am the Future YOU !!!
Been THERE…Done THAT!
Member of New Mexico Angels
Investor in SMBs
Built And Sold Multiple Businesses
Expert At Founder-led Organizations
Operating Partner To Private Equity
Fractional CEO to Numerous Businesses
Turn Around Expert
Entrepreneurial Advocate
Business Reverse Engineer
WORDS OF WISDOM

Perspectives From Decades Of Building, Growing, Supporting, Selling, Buying Businesses Just Like Yours……
Interim Entrepreneurial Leadership Support

Entrepreneurial Success Prescriptions

Entrepreneurial Advisory Services

ENTREPRENEURIAL FOCUS
Study, Coach, Consult Entrepreneurs

Business Turnaround Expert

Fractional Leadership for Entrepreneurs

Research, Define, and Teach Entrepreneurial Business Best Practices (EBBB)

Support SMB Investors for Maximum R.O.I.

WHAT WE DO....
EXIT PLANNING NOW!

REVERSE ENGINEER YOUR SUCCESS

All Of You **WILL** Exit Your Businesses

Run It, Like You’re About To **Sell** It!

**BACK** Your Way Into The Present

Plan **NOW!!!** WHAT do you have to lose??

Define areas That Are Not **YOUR** Forte

**DEFINE** Success On **YOUR** Terms

Identify **YOUR** Weaknesses, Offset Them

What Would A Potential **Buyer** See?!
THE 5 PILLARS OF HEALTH

SLEEP  NUTRITION  EXERCISE  MIND  RELATIONSHIPS
7 ESSENTIAL ENTREPRENEURIAL SUCCESS PILLARS

Your Finances
Your People
Your Products/ Services
Your Marketing
Your Sales
Your Business Systems/ Processes

YOU!!!!
YOUR FINANCES

- Financial Management
- Budgeting
- Cash Flow Management
- Access To Capital
- COGs (Cost of Goods)
- Continuity Income Channels
- Lower Expenses

KNOW...UNDERSTAND...LEAD...BY YOUR NUMBERS
YOUR PEOPLE

Hiring Employees
Firing Employees
Empowering Employees
Timing Of Hiring
Compensation
Training
Talent Assessment
YOUR PRODUCTS/SERVICES

Viability
Value Proposition
Quality Control
Margins
Diversity

Pricing
Lifetime Value
Customer Support
Sales Strategy
Competitiveness
YOUR MARKETING

- Stay In Your Lane!
- Market Insights
- Latest, Greatest-itis
- USP
- Copy
- Intimacy With Customers
- Database Engagement
- Consistency
- Evergreen Strategies
- Resources (Funds, Time, Expertise)

Everything in Business is Marketing and Marketing is Everything
YOUR SALES

COMMITMENT
• Commit to letting others sell your product so YOU can focus on the macro sides of the business.

CREATE A SALES PROCESS
• Step by step sales system set in place

COMMISSION PLAN
• Create a competitive and advantageous commission plan.

HIRE HUNGRY PEOPLE
• Choose people that represent your values, aligned with who your customers.

INVEST IN RESOURCES
• Invest in tools to enable salespeople with the necessary information to work efficiently and ultimately more successful.

SET GOALS
• Define your expectations clearly and often.

INSPECT WHAT YOU EXPECT
• You are a partner to the sales process. Inspect progress, process, results

CREATE A POSITIVE CULTURE
• A rising tide lifts all ships...

MAKE IT FUN!
• Ease tensions and raise morale.
YOUR BUSINESS OPERATING SYSTEMS

Critical steps to making your business sustainable and repeatable, freeing you to focus on what fuels YOU

- CRM
- Documentation
- Policies
- Procedures
- Recorded systems
- Checks and balances
YOU!

Are the single biggest factor in the success or failure of your business!

- Your vision
- Your life balance
- Your focus
- Your abilities
- Your weaknesses
- Self doubt
- Time management
- CHANGE MANAGEMENT
A.J.’S WORDS OF WISDOM

- Define YOUR Success!
- Define your lane!
- STAY in your lane!
- Run it, like you’re going to sell it!
- Never sit still!
- Balance your life!
- Focus on what you suck at!
- Build repeatable systems!
- Don’t put your eggs in one basket!
- Be INTIMATE with your customers!

- Know your numbers!
- Recruit people smarter than you!
- Consider a virtual model!
- Automate as much as possible!
- Be open to outsourcing!
- CRMs are your friends!
- It’s not rocket science!
- It’s always a people business!
- Trust…. but verify!
- Give more than you take!

ENJOY THE RIDE!
WWW.AJMADVISORYGROUP.COM
A Taste Of Our Commitment
To Helping YOU And YOUR
Business Define The Right
Path To Achieve Success As
YOU Define It.

EntrepreneursRx.com