



7POINTTRENDS

Instantly Remove Your Business Bottlenecks!

Find your bottlenecks, power up your profit.

Discover where to focus your time and energy to make the most efficient and impactful business decisions for high performance and ROI (return on investment).

Without having to sit through another boring meeting or learning another complicated process, and even if you hate planning.

Answer the questions below using our Business Bottleneck Remover and discover your next steps to get unstuck.

Find Your Business Bottlenecks in 10 minutes or less!

In each section Below, Select the BEST Answer for you and your business right now:

- ☐ A. I'm having lots of conversations and booked calls, but I'm not attracting the right fit clients.
 - ☐ B. I have no time to plan because I'm too busy doing work.
 - ☐ C. I'm having a tough time meeting the demand for my product/service.
 - ☐ D. I wish we had more than one product/service so we could keep customers longer.
 - ☐ E. I have a challenging time helping people decide whether to buy or not.
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- ☐ A. I have a tough time finding leads (potential customers/clients)
- ☐ B. We could have a better team culture and SOPS (standard operating procedures)
- ☐ C. We have too many customers complaining.
- ☐ D. I only have one thing to sell and there is no next step for clients.
- ☐ E. I don't enjoy selling our products/services.

- ☐ A. I'm not sure how to attract ideal clients.
- ☐ B. I have great plans for my company, but I don't enjoy managing people.
- ☐ C. We have a lot of requests for a refund.
- ☐ D. I wish we had something for our customers to choose from when wanting to buy from us.
- ☐ E. I do not follow a consistent sale process.

- ☐ A. I don't know what to do when I have leads.
- ☐ B. I have so many ideas, but I don't have time to implement them.
- ☐ C. We have most of our customers wanting their money back.
- ☐ D. It would be great to keep clients longer by being able to offer something new.
- ☐ E. I'm great at conversations but I have a challenging time asking for the sale.

- ☐ A. I'm attracting a lot of leads but then we lose them.
- ☐ B. I don't want to do and manage the work anymore.
- ☐ C. Our customers do not give us rave reviews.
- ☐ D. I would like to see us selling more than one thing.
- ☐ E. Many people are attracted to my website, but they say No when we make an offer.



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- ☐ A. I'm not sure where to find my ideal clients/customers.
- ☐ B. I love to create systems and tools to solve business problems, but I don't have time to work on that.
- ☐ C. I have no problem attracting customers AND they are buying, but we can't seem to deliver high quality services.
- ☐ D. I wish we could develop more things to sell.
- ☐ E. I'm talking to a lot of ideal prospects, but they are not buying from me.

If you circled mostly A's, your business bottleneck is most likely:

A - Marketing and Generating Ideal Prospects.

You are having a problem with finding your ideal clients/customers, communicating with them to attract them to you and nurturing them once you find them.

These are your potential customers, and you need to figure out how to find them, talk to them, and get them to understand what your offer is to see if you have a solution to their problem.

Your focus needs to be on finding potential customers and getting them to know, like and trust you. Talk about the problem that you can help them solve.

Some ideas to get you started includes having a lead magnet, an opt-in, a podcast or online seminar, something they could try or join to get to know you better.

Communicating consistently to potential customers via social media and networking are also sound strategies to help you in this area.

If you have an opt-in, you can drive people there in your communications.



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If you circled mostly B's, your business bottleneck is most likely:

B - Managing time, money, people and/or systems (it might be all of these or one more than the others).

You are having trouble with or do not enjoy managing people and the work of your business.

You are most likely doing a lot of the work in your business and filling many distinct roles.

You most likely built your business, have it up and running, and now wish that you had more time for yourself to do other things like spend time with family and friends, enjoy hobbies or sports, travel and take vacations - but you don't have a team that can run the business when you step back or step out.

You need a plan for how you are managing projects, planning where you want to go next with your business and knowing who to hire to help you get you where you want to go.

This is where my specialty lies.

If you want to assess where you are at, where you want to go, create a plan for getting there, and find who you need to hire to get there, I can help you do just that.

If you circled mostly C's, your business bottleneck is most likely:

C - Delivering products and or services to customers (delivery problems).

You have product or service delivery problems.



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You can attract potential customers (marketing) and have no problem getting them to buy your product or services (sales) BUT you are not satisfying your customers or meeting their needs in some way (delivery problems).

You need to find out what the delivery problem is.

Talk to your customers to see what could be improved.

Tell them that you know they are unsatisfied and that you want to improve.

By talking to your customers, you will find out exactly where you can make improvements to your product or service delivery process.

You will need to find out how to satisfy your customers so that you can meet their needs with your product or service.

If you don't do this, they will tell others about the inferior quality or slow delivery of the product (for example) or how unhappy they are with the service that you provided them with.

You want customers to receive value for what they bought so they can tell others about how fabulous your product or service is.

You don't want people to give you bad reviews or tell others not to buy from you.

Not talking to your customers to figure out what your service or product delivery process flaw is, is one risk you don't want to take.

If you circled mostly D's, your business bottleneck is most likely:



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D - Developing new products and services (you need to refine what you have or create something new).

You are most likely only to have one product or service to sell and you have no way for existing customers to buy something else.

Talk to your existing customers and ask them what else they would like to see you offer. Consider developing another product or accessory to the existing product that your customers have mentioned they would like.

Consider developing another service in addition to the one you have; either a smaller bite for newbies to step into your full service or program, or a bigger bite for people who have graduated from your program.

What is the next step for your customers?

The best way to figure out what else you could be selling is talking to your customers and asking them.

Try things out and test new products and services. Don't be afraid to sell something and then build what they need.

What do you have to lose? If it doesn't work, try something else or adapt what you are already selling, people are buying and make sure they are happy with the product or service.

If you circled mostly E's, your business bottleneck is most likely:

E - Selling products and/or services to prospects (your sales process).

You are having a tough time selling your product or service.



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Are you in love with your product or service and want the world to know about it?

Is it all you talk about? If not, you are never going to sell it to someone else.

Consider selling something else.

Examine what the problem is by talking to people who didn't buy from you.

Is it your language?

Is it your approach?

Did you ask for the sale?

What are your steps (in the process) when talking to potential customers?

You may want to consider getting help with sales or taking a course or training from a professional salesperson.

Every business owner must do sales.

If you need help with sales, don't be afraid to invest in sales training.

Since sales are key to making a profit, they are worth investing time, money and energy in.



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Now that you know where your business bottleneck is, you can begin to focus on that area of work!

Book a 30-minute consultation call with me!

We will review your results and figure out your next best steps.

<https://calendly.com/7pointtrends>

OR

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SUCCESS: Your Ultimate Frontier



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7 POINT TRENDS: Your Proven Solution



Strategic Insights

Systems Savvy

Inspired
Planning & Process

Enhanced Overall Performance

CEO & Founder

JANET SAWATSKY

brilliantly takes your business where it has never gone before.

PLOT YOUR COURSE

to the

BUSINESS OF YOUR DREAMS

REVOLUTIONIZE YOUR LIFE