

Why Processes are Critical to the Growth of your Business

Sandra Kearney
Vice President, GROWTHco
sandrak@growthco.com
www.growthco.com





Why Processes?



Companies who have Processes

- Clearly defined goals and objectives
- Consistent Hiring Practices
- Better Money Management
- Targeted Sales and Marketing Efforts
 - Higher Profitability

Companies who do not have Processes

- Running by the seat of their pants
 - The day runs them
 - Fire Fighting
 - High turnover rate
 - Inconsistent Sales
- Less handle on Finances

Sales and Marketing Processes



Specific Achievable Goals

Sales Plan

Weekly Sales Meetings

Clearly Defined Markets

HPB's

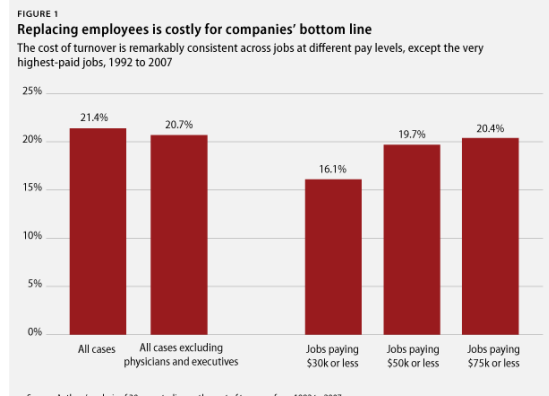
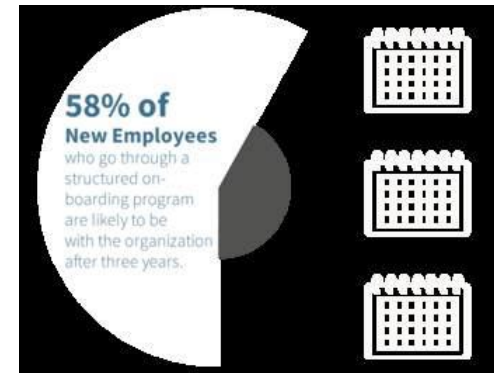
Tracking Sheets

CRM System

HR Hiring Practices and On-Boarding



Who do you hire
What can you do for them
Why are they a fit
References
Onboarding process
Job Descriptions
Performance Evaluations

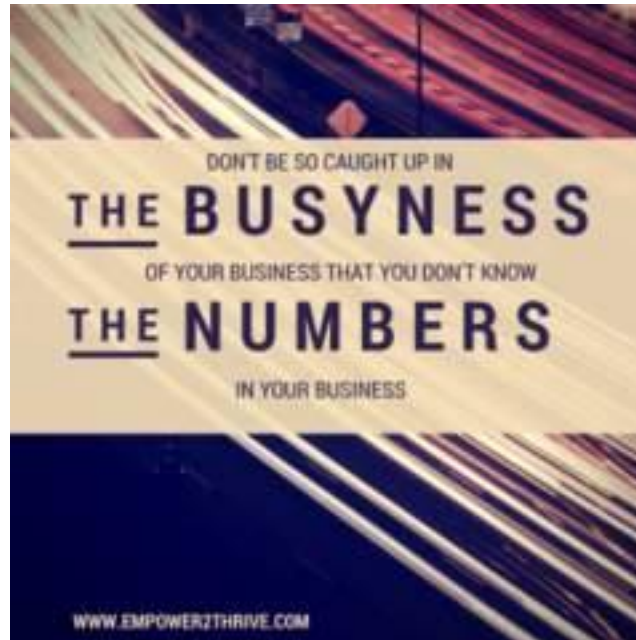


www.AnAmericanprogress.org Published November 16, 2012

Financial Management

Financial Activities

Payroll
Rent
Utilities
Tracking
Marketing
Billing



Your Team
Bookkeeper
CPA
QuickBooks
Attorney
Financial Advisor
Insurance Agent
Marketing and Sales

Time Management & Productivity



Are you Busy or Productive?

Are you Committed or Interested?

Do you run your day or does your day run you?

Systems

Calendar System

CRM

HBP's

Accountability

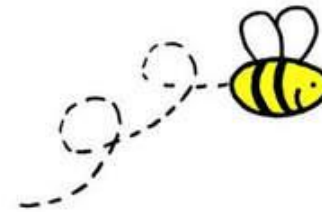
Email

Phone Calls

Text Messages

Meeting

Family and Life Balance



Productive!

Goals and Objectives



=



Reach your goals with the right
processes for your business.
Clear targets=Measurable Results

More profit for you and your family
Better work environment for your employees
Attractive Culture for prospective employees
Faster Growth

ANY FINAL QUESTIONS?

Sandra Kearney
Vice President, GROWTHco
sandrak@growthco.com
www.growthco.com

Remember to Complete the Speaker Survey:

Supportingstrategies.com/bootcamp > 'click' event name > scroll to
agenda > select your speaker

