

# To the Next Level

The key is you, but where you jump in or stay out will determine your success

STORY BY DAN STALP | PHOTO BY KENNY JOHNSON



**Q:** *How do we go from a small business to an emerging business? Should I hire more sales executives or higher-end administrators?*

—Gary Walker, CEO, Magic Touch Cleaning

**A:** What I'm about to say might sound crazy: The key to taking your business to the next level is not about you, and it is about you. Allow me to unpack that a little.

As an emerging business, the more involved you are in your business, the less likely it will grow. Initially, most small businesses succeed by the perseverance, raw talent and scrappiness of the person(s) who started the company. Yet this will only get them so far.

## WHY IT'S NOT ABOUT YOU

As an emerging business, the more involved you are in your business, the less likely it will grow. Initially, most small businesses succeed by the perseverance, raw talent and scrappiness of the person(s) who started the company. Yet this will only get them so far.

I would suggest a S.W.O.T. analysis (strengths, weaknesses, opportunities and threats) be done on your business. At a minimum, I would include an outside facilitator, ownership, a couple of managers and a couple of worker bees. The key to being invited to participate: They want to see the company succeed, and they speak their mind. We want mature, objective, confident people to help you get as much

truth as possible by the S.W.O.T. analysis. Once you have the results of the analysis, we are ready for the next part.

## WHY IT IS ABOUT YOU

I had a pastor tell me in my mid 20s, "You can't give what you don't have!" I was initially disappointed by his response, but I realized pretty quickly that there was a lot of wisdom in that statement.

What do you want your business to look like in six years? What areas of the business were you made to do? Meaning, when you are doing these things, you feel energized and it doesn't feel like work.

Conversely, what areas are you able to do, but feel de-energized when you are doing these things? It feels worse than work.

Based on the S.W.O.T. analysis results and gaining clarity on what you were made to do, you'll be clear on what types of people you need to hire next.

**Q:** *My husband and I recently joined a chaplain services company. Most companies do not offer this benefit, meaning there isn't*

Have a question for Dan?

- ▶ [askthesalescoach@antheppublishing.com](mailto:askthesalescoach@antheppublishing.com)
- ▶ [linkedin.com/in/danstalp](https://www.linkedin.com/in/danstalp)
- ▶ 913-451-1760, x101



WEBSITE

CONNECT

*a budget set aside. Any ideas on how to qualify which companies will find money versus not?*  
—Michele Cole, chief connection officer, Yoked Chaplain Services

**A:** Your type of business falls into the "unique value" quadrant of selling. The other three are consultative, account sales and commodity. The definition of the unique value quadrant is:

- Your prospects do not currently offer your product of service.
- Your prospects do not perceive they need to offer your product of service.
- You have little or no competition.

Unique value selling requires problem solving, ambition and control.

You'll need to determine, in advance, what are some of the "human" problems you help with. For example:

- Isolation or lack of fellowship outside of work
- Interpersonal and communication issues
- Personal worry and self-doubt

When employees experience the above, how does that impact job performance, morale and profitability? What are the financial and emotional costs to the company? Now, you are on your way to helping them discover why they will find the money to hire you. **KCB**