

# Amber BUSINESS BOOST (Survival) GUIDE

## What do you do?

Have you ever been to a networking or social event and heard someone asking that question? Listen carefully to the answer given or indeed to the answer you give. You may be wasting a valuable opportunity.

Spend some time thinking about the answer you would give. Probably, like many other business owners you are too busy to spend time thinking about which business you are in. Please make the time over the next couple of days. It may make a difference to the future prospects of your business. Yes, it is that important.

Quite often the answer to "what do you do?" goes along the following lines:

"We manufacture and install conservatories."

"We provide accountancy services."

"We are printers."

Fine as far as it goes, however, that is not what you actually do. That is the business your company is in. You are actually in the business of growing and managing your enterprise.

There are two important lessons to learn here.

By giving the type of answer above you are demonstrating how:

- Deeply involved you are in the day to day running of your business. You need to be and there is nothing wrong with that.
- You think about and approach your business.

However, you need to grow and to do that you need to step back from the daily operations. On a regular basis you need to look at the overall business. If ultimately you are to sell your business for a good price it needs to work without you and you need to spend time growing your business. As the business grows you will not physically be able to do everything.

The second lesson is about what people actually buy. People buy "solutions" and "benefits". You may be a dentist however; your patient is buying relief from a toothache! You may be a printer however; your customer is buying colourful promotional materials. Even though you have heard it before it is worth repeating:

- Promote the benefits of your product or service.

Not only is it what people buy, when done well, it triggers another question, "...and how do you do that?" You have now opened up and started a conversation and been given the invitation to proceed further and explain more about what you do. The alternative "I am a newsagent" closes the conversation.

Take some time out of your day to develop and practice your answer to the question "what do you do?" It will be time well spent. Focus on the benefits of your product or service. Not only will this help in:

- Successfully promoting your product or service, but also
- Will help you to change the way you think about and approach your business.

When asked "what do you do?" you have a golden opportunity to promote your business. Don't waste it.

**Amber** Business helps small and medium sized entities to grow successfully by enhancing

- The capital value of the business (what it would sell for)
- Business revenues (what you get out of the business)
- Business and owner security (here today, tomorrow and in the future)
- The enjoyment of running your own business (having fun)

**Amber** Business Services Limited provides part time financial director services to growing businesses either "virtually" or "in the flesh". They look after more than just the numbers by working on strategic development and business growth with the business owners. We then coach and mentor for results.

**Amber** Business Services Limited

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*Financial management, business development, corporate coaching  
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