



# Scaling your business for success

Scott Bowman

A photograph of two young women with long blonde hair, one in profile and one from behind, talking at night. They are wearing dark jackets with fur-lined hoods. The background is dark with some blurred lights.

**Take a few moments  
to **CONNECT** with  
your neighbour**

# CPD Process

## In order to receive CPD credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **1 hour of CPD**
- CPD certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

# Today's speaker



**Scott Bowman**  
Futurpreneur Canada  
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**FUTURPRENEUR CANADA**

# Purpose of a business

To **find** and **keep customers** at a sustainable **profit**

= **Value**

# Key points

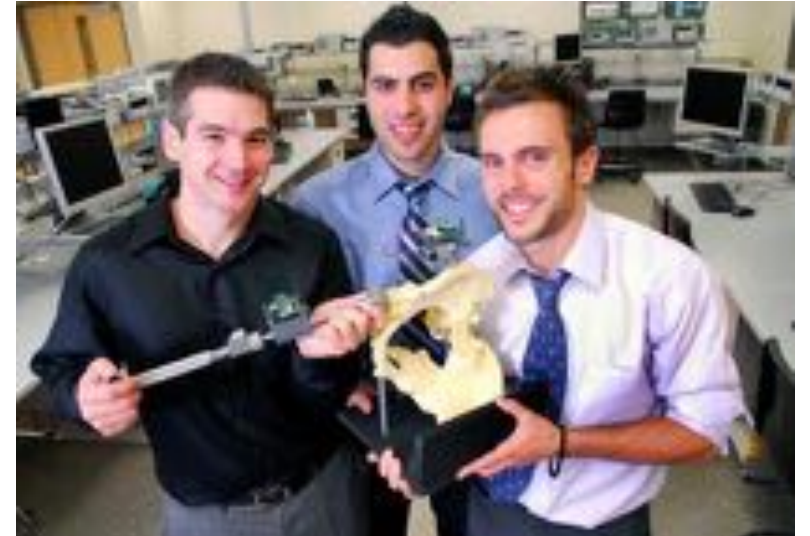
1. Company Profile = **Value**
2. Market Research = **Understanding** your customer
3. Marketing = **Finding** customers
4. Operations = **Keeping** customers
5. Finance = Long term **profitability**

# Company profile

State your business clearly

List the products and/or services

State your Compelling **Value:** Your Promise





# Compelling value examples

- Saves time
- Better quality
- Easier to use
- Convenient
- Quicker delivery
- Reduces pain
- Friendlier service
- Highly credible
- Socially responsible

# Lead with only

# ONE!

(Avoid leading with price)



# True value equation



# Character: What you bring

**Industry Work Experience:** past employers, projects worked on, results, practical experience

**Management/sales:** in the industry or elsewhere

**Training/Education:** highest level attained, education/training related to the field, on-the-job training ( or self taught)

**Customer contacts:** potential leads, current customers, past customers, strategic alliances

**Industry contacts:** industry association, access & understands suppliers

**Learning experiences** Passion, coping with life, ability to make it happen

# Market research

**From the view point of your customer what options do they have?**

How does the industry work?

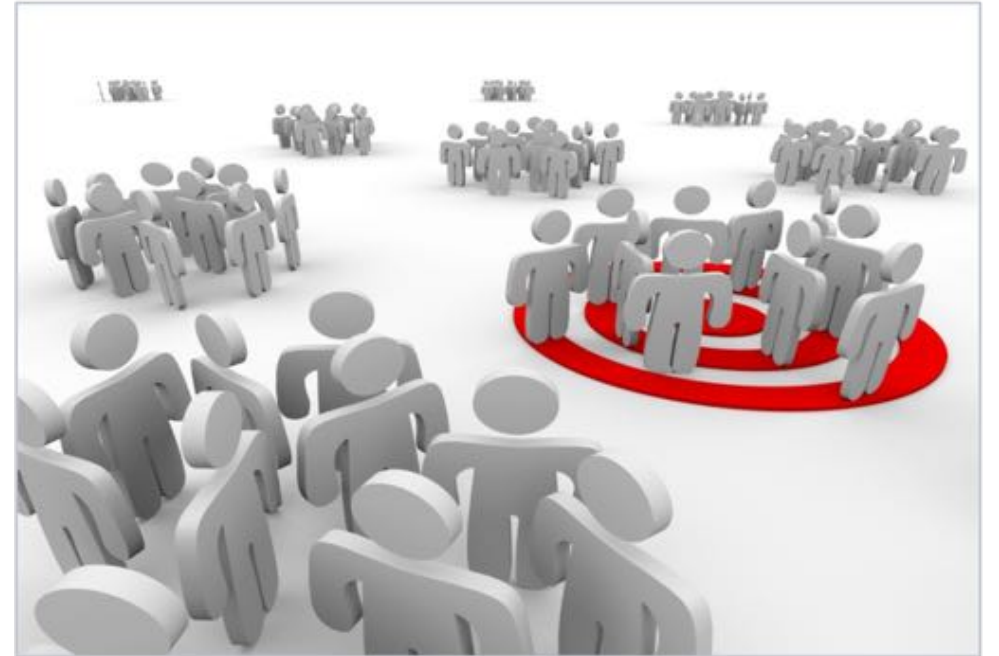
Do you have direct experience? What have you learned?

What are the best practices in the industry in:

- Marketing
- Operations

# Target market

Paint me a picture of your  
best customer



# Customer profile

8 -12 common traits of your **best customer**

- i. Demographics
- ii. Lifestyle/Psychographics
- iii. Behaviour
- iv. Scope



# Zebra tutoring example

1. Parents with children in high school (demographics)
2. Students planning on attending university (lifestyle)
3. One or both parents holding a degree (demographics)
4. Family income: \$ 80 k plus (demographics)
5. Parents desiring their children attend university (lifestyle)
6. Students needing help in essay writing (behaviour)
7. One or both parents are concerned about their community (lifestyle)
8. Both parents and children are computer literate (demographics)
9. Parents feeling overwhelmed with demands placed on their time with the increase in competitiveness in entering universities (behaviour)
10. Located in Toronto's Riverdale area (scope)

# Business to business

Industry they're in (or specialty)

Size of their business (sales, # of employees, budget)

Organizational culture

Geographic location

Who is the decision maker?

# You are a detective

1. Visit your competitors
2. Interview successful people in your industry
3. Survey potential customers (how to do a customer survey)
4. Attend tradeshows/Association meetings (QuickBooks Connect, etc)

# Marketing

**Anything that influences the buying decision of the customer**

Strategy: The best approach to reach your **best customer**

Tactics: Details of implementing each activity:

**Primary** marketing activity

**Secondary** marketing activity

**Supporting** marketing activity

# Zebra tutoring example

- i. **How will you do this?** Professional yet casually dressed. Always ready
- ii. **Where will you do this?** Riverdale Share Community Association, Danforth Business Improvement Area, Concerned Parents Association etc.
- iii. **What are the support materials?** Bookmarks and business cards
- iv. **What is the follow up system?** Email article “Engaging Students Today”. Follow-up phone call or email 5 days later
- v. **When will you be do this and how often?** 3 networking or community events a week in the first year of business
- vi. **How much will it cost?** \$20 - \$70/week for networking. 1,000 bookmarks (\$500)
- vii. **Expected results?** One sale for every three networking events

# Let's Talk

**Scott Bowman**

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[www.futurapreneur.ca](http://www.futurapreneur.ca)



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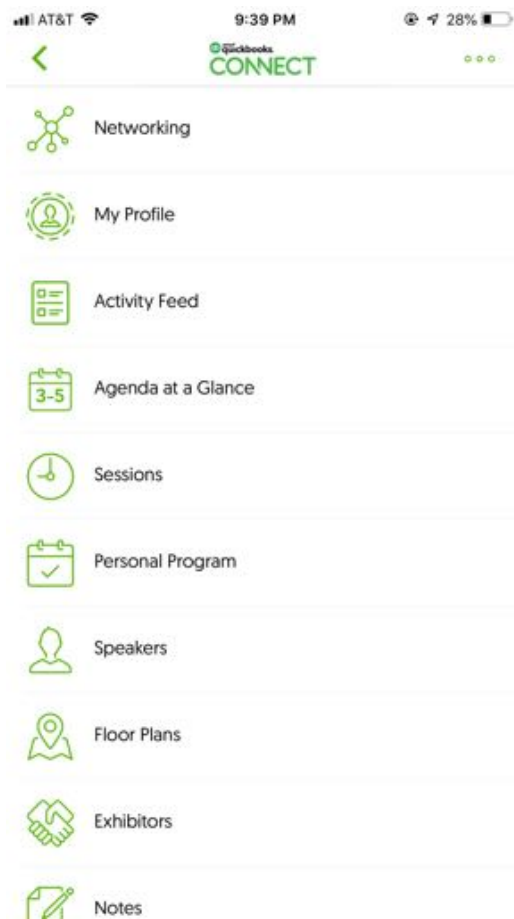


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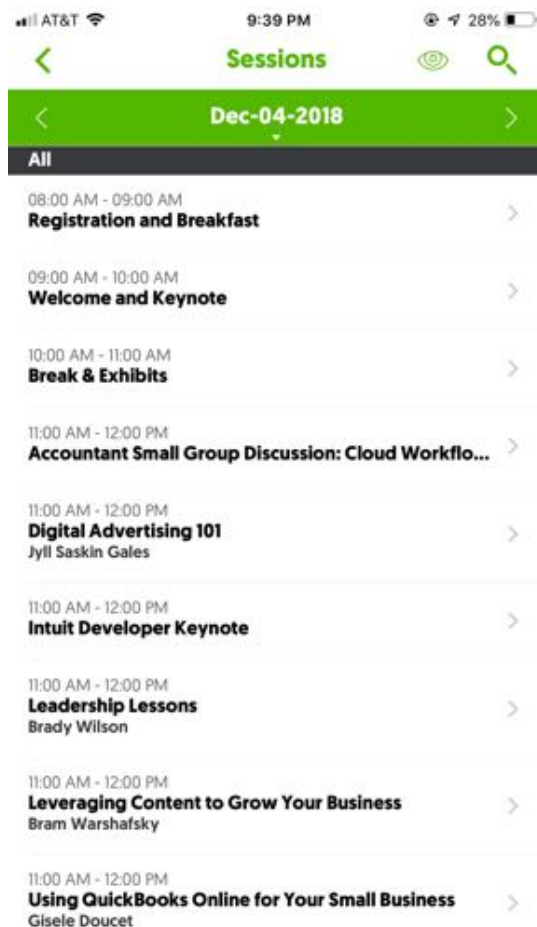
# Questions?

# Rate this session in the mobile app

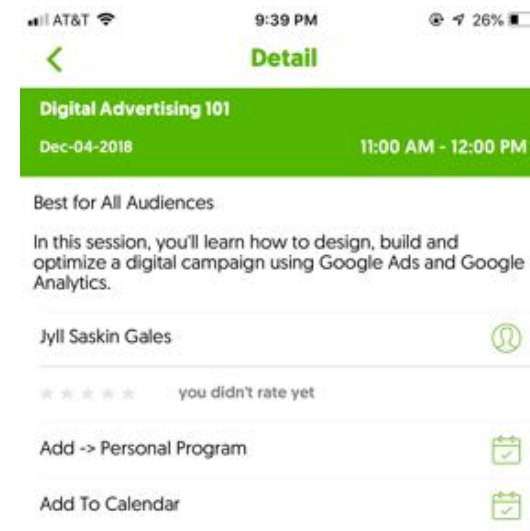
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11:00 am-12:00 pm

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Accountant Small Group Discussion: Cloud Workflows	+
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