

paul  hoyt

Office Hours



Welcome to Office Hours

- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- All recordings, slides, and exercises are archived in our member's area
- All recordings are available on my YouTube channel:

www.YouTube.com/user/PaulHoyt



The Reasons

- Being a successful small business owner can be a great experience!
- But it's tough - you need Education, Training, Tools, and Team to be successful
- I want you to get to know me



The Reasons

- First and most importantly, I want you to know that I **care** about you.
- I want you to **succeed** in every area of your life, whatever that means to you.
- I want you to find the **greatness**, the **happiness**, the **divinity** within yourself, and then **remember** it, **embrace** it, and **live** it every day.



My Vision...

... To help millions of CEOs and Entrepreneurs accelerate their business growth and enjoy greater harmony and balance in their lives



Office Hours Agenda

- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A and coaching



Join Us!

- Brilliant Business Groups on Facebook and LinkedIn
 - <https://www.facebook.com/groups/BrilliantBusiness/>
 - <http://bit.ly/BrilliantBusinessGroup>
- Energy of the Day and Business Success Principle of the Day postings
- Make comments, ask questions, share insights and “takeaways”
- “Like” my business page on Facebook

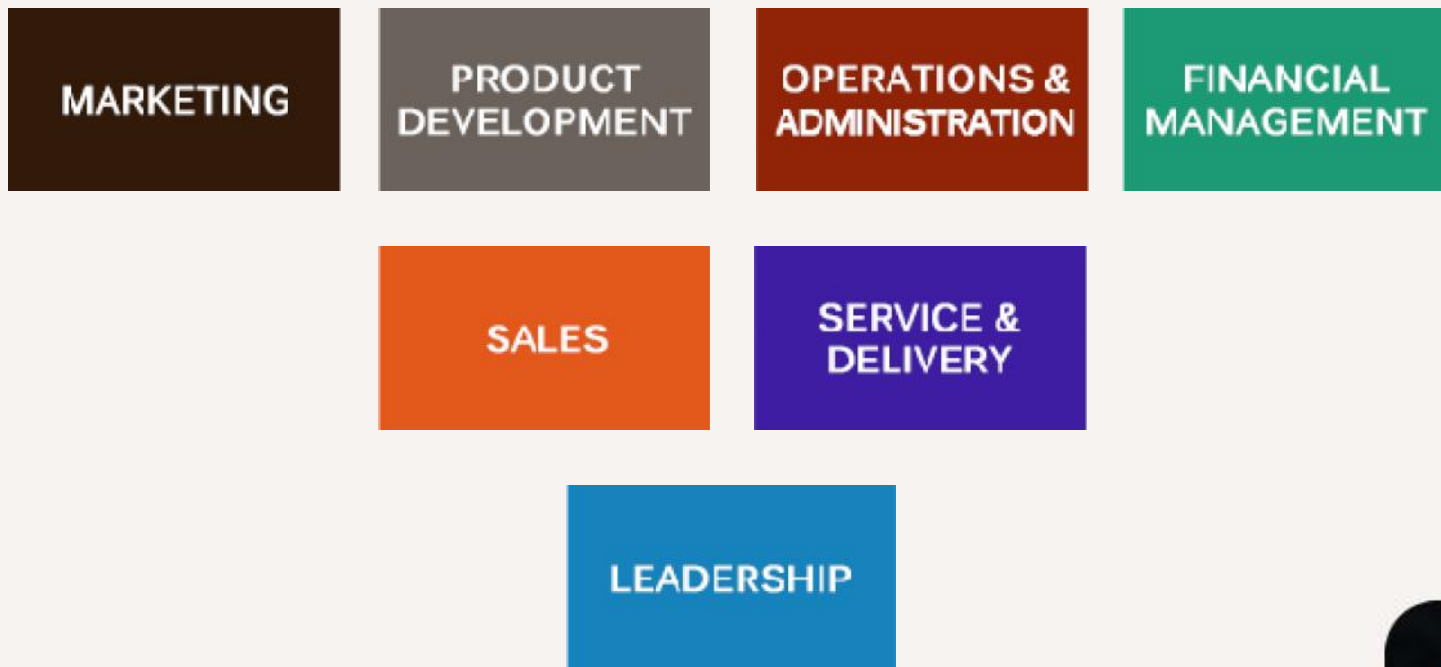


Today's Topic:

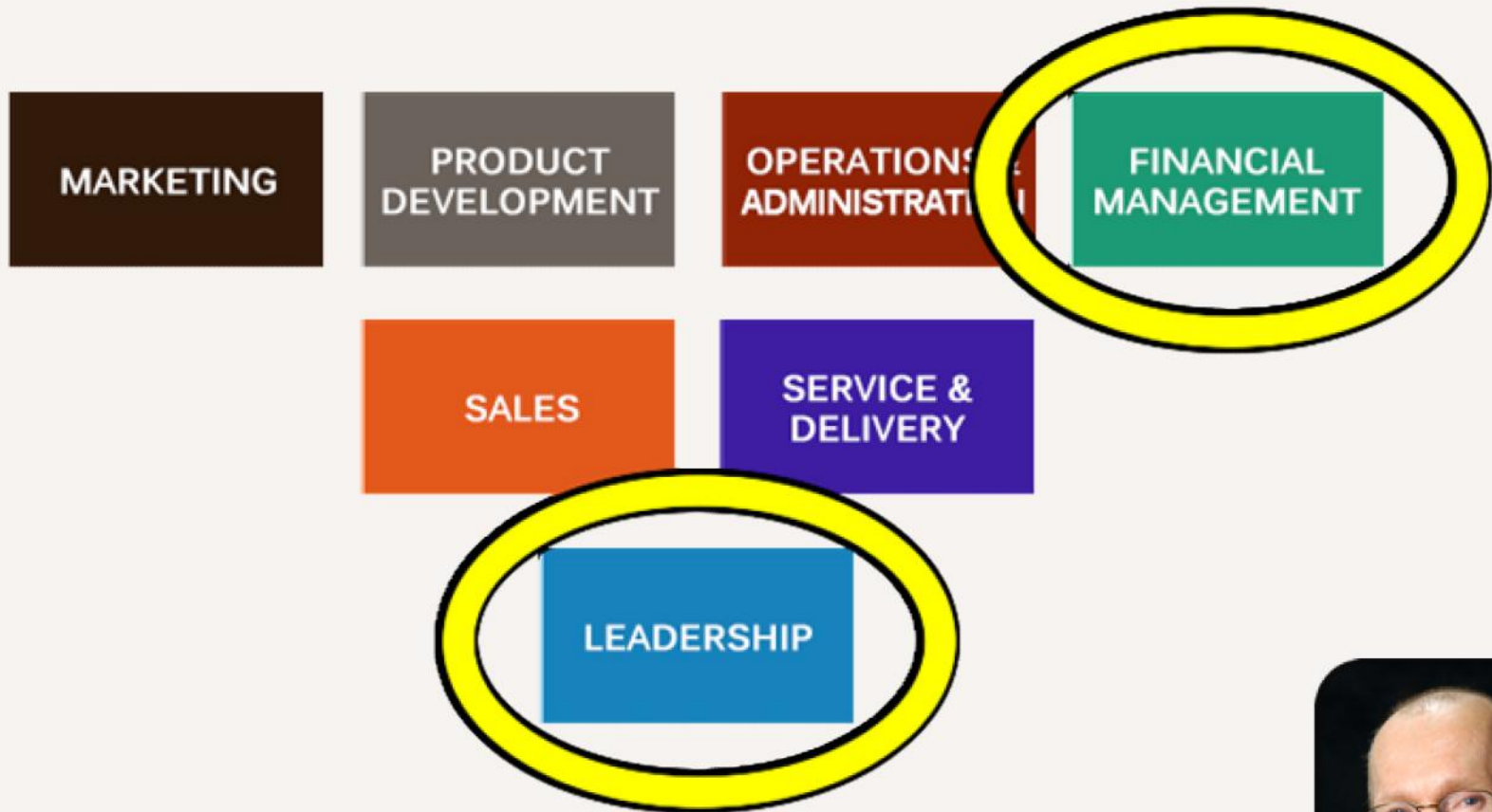
The Vital Signs of Business



The Key Performance Areas



The Key Performance Areas



Agenda

- At the Doctor
- The Vital Signs Questions
 - Public Questions
 - Partner Questions
 - Advisor Questions
 - Executive Questions
 - Coaching and Therapy Questions
- The Bottom Line



Doctor Level One

- Blood Pressure
- Pulse / Heart Rate
- Weight
- Height
- Age
- Considered to be The Vital Signs



Doctor Level Two

- What's the purpose of your visit today?
- What medications are you on?
- How much do you smoke? Drink?
- Do you exercise?
- Are you sleeping OK? What is your energy level?



Doctor Level Two

- Any physical challenges?
- Are you in any pain?
- Had any major surgeries or recent visits to the hospital?
- What is your family history?



Doctor Level Three

- Worries, anxieties, stress levels
- Relationship and family issues
- Addictions
- Intimacy issues
- Non-prescribed medications



Imagine...

- Walking into the doctor's office and being prescribed without diagnosis
- "Prescription without diagnosis is malpractice"



The Vital Signs Questions

- Public Questions
- Partner Questions
- Advisor Questions
- Executive Questions
- Coaching and Therapy Questions



Level One: Public

- What business are you in?
 - What products and services do you sell?
 - What industry are in?
 - What markets do you serve?
 - Who's an ideal client for you?
- How long have you been in business?
- What sets you apart?



Level Two: Partners, Major Suppliers and Large Customers

- Size of company?
- Planned size in 12 months; 36 months?
- Number of employees, size of team?
- How many customers do you have?
- Stage of growth?
- Can you supply any references?
- Future product / service plans?



Level Three: Advisors and Investors

- Current goals and growth initiatives?
- Major prospects, large pending deals?
- Major challenges and obstacles?
- What's working? What's Not?
- Income statement month by month for last 12 months?
- Current balance sheet?
- Largest customers?
- Funding / capitalization strategies?



Level Four: Senior Executives

- Cash in Bank?
- Accounts Receivable balance?
- Accounts Payable balance? Other debt?
- Anticipated cash balance / cash forecast?
- Size of payroll?
- Major financial or legal issues?
- Size of pipeline?
- Problems with employees, contractors, investors, etc.?



Level Five: Coaches and Therapists

- What are your biggest fears?
- What are your blocks?
- Do you have any health issues?
- Do you have any family issues?
- Are you sleeping well?
- When was the last time you took some time off?



The Vital Signs Questions

- Public Questions
- Partner Questions
- Advisor Questions
- Executive Questions
- Coaching and Therapy Questions



The Focused Sales Professional

- Have you heard about our products and services... well let me tell you!
- You have to make a decision right now!
 - We only have a few left
 - This is a once in a lifetime opportunity
 - The special goes away at the end of the day
- Just charge it on your credit card!



The Advising Sales Professional

- What stage of business are you in?
- Do you have a budget for our type of products and services?
- What is it you really want to accomplish?
- And if it is a major expenditure:
 - Think it over and consult your advisors –
I want you to feel very confident in making such a large decision



The Vital Signs of Business

Physical	Business
Height	Revenues
Heart Rate	Cash Flow
Weight	Debt Load / Overhead
Blood Pressure	Stress Level
Age	Time in Business / Stage of Business
Energy Level	Resources
Family Relationships	Team



The Bottom Line

- Don't confuse focused sales professionals with trusted advisors
- Sales professionals are needed and they are OK – you will want some of them to work for you!
- Those who are really interested in your long-term success will ask you questions at all of the levels



Agenda

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Homework / Exercises

- Make a list of your trusted advisors
- If you don't have a trusted advisor on your team, get one (or two!)
- Get coaching and support to accelerate your growth and progress



Open Q & A and Coaching – in a minute

- Comments and questions on the topic of the day
- Any other issues
- Tell me what your biggest “take-aways” are and what insights you gained from this presentation
- Tell me what you are going to focus on



My Distinctions

- I focus on the “**whole person**”
- I don’t want a lot of your money. I just want you to get the support you **want**, **need**, can **use**, and can **afford**
- I want you to **learn to swim** before you jump into the deep end
- I believe that Belief and Persistence are necessary, but not sufficient – you also need a **viable business model** and **a lot of support**



Our Support Services

- Education
- Training
- Consulting
- Coaching
- Growth Management
 - A “Do it With You” service!



Our Support Services

Service	Teach You	Do It With You	Do it For You
Education	X		
Training	X		
Coaching	X		
Advising / Mentoring	X	X	
Consulting		X	X
Growth Management		X	X



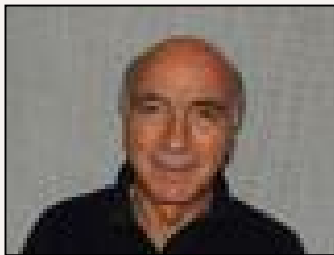
Sign up for our Business Growth Acceleration Kit

- www.PaulHoyt.com/CEOBonus
- “Five Choices of Winning CEOs”
- Article on “10 Things You Should Know about Raising Capital”
- Samples of inspirational works
- Free Business Clarity Session
- Surprise bonuses
- The value is enormous!



Purchase My CEO Training Program

- www.BeyondBusinessSurvival.com
- “What You Need to Know When You’re the CEO!”
- “This program is worth at list 20 times more than the current price. I finally understood what I need to do to succeed.”



Nick Catricala



Next Office Hours: Jan. 12th

- Topic is: **TBD.**
- Let me know what topics you would like for me to address: www.PaulsSurvey.com
- Do your homework!



Open Q & A and Coaching

- Comments & questions on the topic of the day
- Any other issues
- Your take-aways and insights
- Survey: www.PaulsSurvey.com

Contact Me at paul@paulhoyt.com

call or text: 415.997.8001

www.SchedulePaul.com





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