

HOW TO SCALE YOUR SALESFORCE & AUTOMATE KEY AREAS OF YOUR BUSINESS



The article gives a summary of an interview with Taylor Welch, highlighting pivotal insights from distinguished business figures on achieving multimillion-dollar business success.

This workbook is vital because it distills the essence of stepping up your business to a multimillion-dollar success, addressing trust in marketing, pursuing excellence, and effectively targeting your audience.

The benefit of this workbook is to internalize and apply these lessons which can elevate your entrepreneurial skills, reshape your mindset, and boost your business success.

Quote to remember from the Interview

"You should be in pursuit of excellence at what you do and in caring for your clientele. Is that more important than fancy ninja marketing tricks?"

What You'll Learn From the Activity

The activities and questions will guide the audience in understanding and applying the valuable takeaways from the article, including trust-building in marketing, prioritizing excellence in your business, and identifying and catering to your target audience effectively.

Activity

Reflect on your understanding of trust in marketing. What does it mean to you?

How have you applied the concept of trust in your business or professional dealings so far?

Describe a situation where building trust resulted in overcoming an objection or doubt from a client.

Greg Glassman stresses the importance of excellence in business operations. What are your thoughts about this?

Reflect on how you pursue excellence in your business? List down 5 concrete examples.

Are there areas in your work where you prioritize marketing tricks over actual excellence? How can you shift this?

Who is your target audience? Define them in as much detail as possible.

How might your business change if you focused more on catering specifically to this audience?

How familiar are you with Ryan Levec's survey funnel?

Do you think the survey funnel strategy could be beneficial for your business? Why or why not?

Design your own basic survey funnel based on your understanding.

List three challenges you're facing in identifying and serving the right audience.

Brainstorm solutions for the challenges listed above.

How can you ensure that your business is carefully serving your audience's needs?

True or False: Trust outweighs all marketing tricks and tactics.

How would you apply Derek's quote in the context of your business?

In what ways are you pursuing excellence in caring for your clientele?

How important is identifying the right audience to your business success?

Propose a strategy to maintain a high level of trust with your clientele based on Tyler's advice.

Reflect on how Greg's quote can help rescale your business priorities.

Review the 'Interview Highlights'; which lesson resonates most with you and why?

How can you apply Ryan Levec's advice to avoid serving the wrong audience?

In what ways has this article and activity guide enhanced your business perspective?

List 3 key strategies that you will begin to apply in your business based on the insights from this article.

Reflect on your present business status. What specific changes do you aim to make inspired by the insights you've learned from the interview?