



## Module 2: The 6 Essential Skill Sets You NEED!



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### Identifying Your Missing Skill Sets!

#### 1. Entrepreneurial

#### Your Skills

Y

N

	Y	N
Create Vision		
Create New Ideas		
Identify New Opportunities		
Infuse Enthusiasm		
Project Energy		
Motivate/Inspire Others		
Communicate Your Ideas/Plans		
Communicate Your Vision		
Focus on Big Picture		
Burning Desire to Achieve Your Goals		
Commitment to Your Cause (hold the vision)		
Drive Growth (leader of the pack)		
Other		



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#### 2. Marketing

#### Your Skills

Y

N

	Y	N
Market and Customer Research		
Customer Behaviours		
Customer Needs/Frustrations		
Messaging & Branding		
Consistency across all touch points		
Formulate Marketing Plan(advertising, PR, email , direct marketing, social media , promotions, etc)		
Market Perception Evaluation		
Return on Investment		
Full Product Awareness		
Create your X - Factor		
Company Value/Product Value Articulation		
Ability to implement and track		
Segment Marketing: Distribution, Retail, B2B, On line etc		
New Customers		
Existing Customers		
Delegate		
Hold Accountable		



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#### 3. Sales

#### Your Skills

Y

N

	Y	N
Customer Barriers/ Fears/Cravings		
Acquisition Strategy		
Maintenance Strategy		
Complete Sales Process (Target – Close)		
Funnel Process		
Pipeline Establishment		
Trust Establishment		
Training Tools / Program		
Customer Fire Control		
Product Profitability		
Incentive/Reward Program		
Setting up your Sales Team		
Growing your Sales Team		
Targets and Performance		
Negotiate		
Resilience		
Tenacity		
Explore Alternatives		
Reliability		
Punctuality		
Credibility		



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#### 4. Management

#### Your Skills

Y

N

	Y	N
Execute the Business Plan		
Create Processes		
Establish Systems		
Build Monitoring Control Loops		
Recruit Staff		
Manage Staff (motivate, disputes)		
Develop Staff (Progression)		
Train Staff		
Multi Task		
Reporting		
Targets and Performance		
Delegate		
Negotiate		
Firm		
Disciplined : Company Decisions not Management		
Level of Care		
Synchronisation, Sequencing, Co-ordination		
Accountability		
Budgeting		
Organisational levels		
Organised		
Attention to Detail		
Explain the big picture – pieces in puzzle		
3 way communication		





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#### 6. Finance

#### Your Skills

Y

N

	Y	N
Financial Overview Understanding		
Running Costs		
Start Up Costs		
Expansion Costs		
Real Cost of Staff Members		
Profitability		
Products and Services - \$\$\$		
Debtors Control		
Revenue Model		
Peaks and Troughs		
Cash Flow Projections		
Creditors		
Trade Terms		
Negotiation		
Accuracy		
Attention to Details		
Book Keeping		
Data Entry		
Administrative		
Figure Preparation		
Review – small details = big differences		



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### Summary

**These Are My Missing Skills Sets I  
Need to Plug!**

<b>1. Entrepreneurial</b>	
<b>2. Marketing</b>	



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**These Are My Missing Skills Sets I  
Need to Plug!**

<b>3. Sales</b>	
<b>4. Management</b>	





## Module 3



How a Face Painter Made **\$3962** in Just 2 Hours!

