

Chainsaw Planning®

What is the Business Owner's Vision?

1. What will your business look like five years from now?
2. Describe your ideal sales mix: products & services.
3. What will your client portfolio/mix look like?
4. Describe in detail your operations & financial procedures.
5. How will your key employees spend their time?
6. What will your sales sequence look like?
7. How will you sophisticate & differentiate your marketing?
8. What will your customer experience look like?
9. How will you spend your time?

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Owner's New Vision Contained Specific Ideas & Benchmarks in the Following Areas:

1. Office Growth
2. Sales Agent Productivity
3. Individual Office Profitability
4. Accountability
5. Commercial Sales
6. (Industry-Specific Items)
7. Owner's Daily Involvement

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Goal	Sales/Mktng	Ops	Mgrs	Other

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All-Staff Planning Session Was Held to Collect the Following Information for Each Area of the Owner's New Vision:

Step #1:

Identify one or two things that we should try to do to improve in this area.

- 1.
- 2.

Step #2:

Identify what we should do to get started on each one.

- 1.
- 2.

Step #3:

What should we expect to see on each one 30 days after we start?

- 1.
- 2.