

SANDLER®

WHITEPAPER

Five Ways To Take Your Business To The Next Level





At Sandler, we work with a great number of business leaders and entrepreneurs and often, early in the relationship, we will ask them to identify their most important goal.

**Many respond by saying “I want to take my business to the next level.”
Fundamentally, we believe this is the primary goal of all who lead business.**

The next two questions should be: How do we do that? And how do we take action on that goal in a systematic way that ensures success?

Based on strategies that have proven successful for our clients, here are five suggestions that may help shape your answers...

01

Define the next level

Deciding that you want to step up to the next level, that you want to do more business, or that you would like to go in a different direction is fine – but it is only a starting point. It is critical to define, in very clear terms, *exactly* what you mean, because these statements mean very different things to different people! Clarity matters. Create a clearer picture of exactly what you want your business to look like once it has reached the “next level”, how that might be measured, and by what time you see it happening.

By creating this kind of clarity and then committing your goal to writing, you have a much higher probability of success. It’s been said that those who write clear life goals have 97% of the wealth in the US; the remaining 3% of the wealth is owned by the overwhelming majority who don’t commit to their goals in writing, but simply hope to attain them. On which side of that divide do you stand?

02

Define the Set Of Personal Behaviors Necessary to Take the Next Level

Doing the same thing that you’re currently doing each day isn’t going to get it done. Agreed? Good. So now consider this: We cannot control the outcome of an initiative... but we can certainly control our individual behaviors. We at Sandler believe that you, as the leader, should create a specific daily, weekly and quarterly behavioral plan of action - what we call a behavioral cookbook.

Once you’ve clearly identified your goals, you can identify the specific behaviors necessary to reach or exceed those goals, as well as outline the frequency of those behaviors. This step is critical. Distractions will pop up every day that will sidetrack you from reaching your goal. That’s a given.

But if you have a clearly-defined list of the basic daily behaviors that support your written goals, you can ensure they’re completed, regardless of how many fires you’re putting out.

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But we can certainly control our individual behaviours.”**



03

Empower Employees

Taking your business to the next level is not an individual activity – it’s a team activity. You need to communicate your goals to all those on your team. Inspire them to contribute, and to leverage their skill set. Encourage them to be part of the effort. Make it a “we” sport, not a “me” sport. When many people are rowing in the same direction, you create a higher probability of success.

Most entrepreneurs, consciously or unconsciously, try to achieve the goal of taking their business to the next level by doing all or most of the heavy lifting themselves. Let’s face it: if we could have built a great company without leveraging and empowering our own employees, we would have already done it!

To engage employees in this effort, you must define what the next level looks like *for them*, based on what’s going on in their lives (this is a variation on step one). You also need to identify the specific behaviors that support those goals and place them into a cookbook (this is a variation on step two). Make sure your team understands exactly what they’re being empowered to do – and where they are allowed, and even encouraged, to learn from failure. Without this kind of empowerment, they can never become truly self-sufficient.

04

Leverage Key Activities

There are many things you're now doing on a small scale that you could be doing on a larger scale. For instance: Sandler holds open training programs every week, and we understand there is a statistical likelihood that someone joining one of your open training programs for the first time will eventually decide to work with us. So if we know that there's a higher probability of someone becoming a client if they've witnessed the Sandler program, it makes sense that we should leverage that by ramping up the number of open programs and the number of invitations we extend.

This simple idea has allowed us to increase our close rate and exceed our revenue target. Understand, though, that this is just a single example that can point towards a variety of activities that you can leverage in your own business to move closer to attaining your goal.

“This simple idea has allowed us to increase our close rate and exceed our revenue target.”



05

Recognize and Act On “Management Courage Moments”

This means recognizing the opportunity to go out of your own comfort zone, and then taking action. I’m guessing that some of what you’ve been reading about here includes things you may not have done in the past, or steps you may have to take in the future to help others see new ways to attack a specific problem. The big question is: how much does familiarity – our own force of habit – cost us when it comes to improving our own and our company’s performance? When will we recognize the moment that’s crying out for courage on the part of a leader? And how do we then courageously take action, even when it’s not entirely comfortable to do so? You must recognize that you have certain routines in place, but not all of them are supporting your business.

Challenging those routines may make you feel (temporarily) uncomfortable. Yet you cannot expect to maintain the status quo for the sake of your own comfort if you are serious about taking your business to the next level.

David Sandler, the Founder of Our Firm, used to say,

“You only have to be courageous for five seconds at a time.”

That was his classic advice for salespeople who were hesitant to step out of their comfort zones. For corporate leaders, entrepreneurs and business owners, their corporate leaders, entrepreneurs and business owners, I find his wisdom often translates to being courageous four or five times a day, for perhaps thirty minutes out of an eight-hour working day. If you can do that you can do whatever is necessary to implement your own plan for success.



By consistently following these five strategies, you will find it far easier to reach your goal of **taking your business to the next level.**

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About Sandler

Sandler is the worldwide leader in sales, management, and customer service training. We partner with organizations of all sizes, across all industries, to help them improve their revenue performance. Sandler not only provides the initial and advanced strategies and tactics needed to excel, but we also empower your team to develop the attitudes and implement the behavior necessary to reach the highest levels of success.

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