



What Works

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What Works



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Published by John Wiley & Sons, Inc., Hoboken, New Jersey.

Published simultaneously in Canada.

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Library of Congress Cataloging-in-Publication Data:

Cornish, Robert.

What works / Robert Cornish and Wil Seabrook.

p. cm.

ISBN 978-1-118-39169-3 (cloth); ISBN 978-1-118-41201-5
(ebk); ISBN 978-1-118-41202-2 (ebk); ISBN 978-1-118-
49146-1 (ebk)

1. Entrepreneurship. 2. Strategic planning. 3. Industrial
management. I. Seabrook, Wil. II. Title.

HB615.C657 2012

658—dc23

2012012431

Preface

With most business books, you open the cover and read the introduction, which says something along these lines: “I wanted to create a book to help others with . . . ” or “I’m writing this book to show people how to . . . ” In my case, I wrote this book because I didn’t want to forget all of the valuable things I have learned through actual experience. While writing down the information I personally have found to be true and useful (and wanted to have written down so that I can manage and run my companies better), I realized that these lessons and information could be converted into a book that I could sell as well. After all, if I find this valuable, most likely others will, too. So there you have it: honesty. Refreshing, isn’t it?

This book is composed of my notes on business—what works. I wrote it down so that I wouldn’t forget and turned it into a book that I could carry with me. You might benefit from doing the same. This is a book about what works in business.

Introduction

Although there are thousands of business books, tips, and articles out there, I think you would agree with me when I say that most of them are fluff—a lot of trendy concepts but very few hard-won ideas, based on actual experience, that have true applicability in the real world. You read business books because you're looking for answers. I know; I'm the same way. I've read hundreds of them—and continue to read them—out of a sheer craving for knowledge and a desire to be better, to fine-tune, and to glean a few great ideas and put them into application. But in all that searching, very few books have offered what I'm looking for.

I'd much rather just have a successful entrepreneur sit down and answer questions about what they did, how they did it, and how it turned out. That's the type of material I believe we are all looking for. I wrote this book not because I wanted to write a book, but because I made a habit from day one of taking diligent notes while starting and then growing my agency—from two partners, two phones, two computers, and two desks to 53 employees, multimillion dollar revenues, and four major component parts to our company that have resulted in more than 400 percent annual growth. I wrote down notes as soon as we did something that was successful to keep a memo for myself to review later. I took notes when we did things that were unsuccessful so we would never do them again, allowing us to quickly and thoroughly course correct.

So this book is made up of my notes based on successful and, sometimes more important, unsuccessful actions—raw data that are real, applicable, and authentic. It offers real-world applicability that we know works based on our experience in the trenches rather than high-level business theories that might or might not be proved. There is no

discussion of latest trends about “fail forward” or any other silly concept; this book is truly about what works, what has worked, and what will work in the real world. It’s 100 percent applicable to the challenges you’re dealing with right now. This book is for any businessperson looking to grab ideas and successful actions that can be applied. It’s for the entrepreneur who is looking to grow his or her company or needs a few insights for what other successful entrepreneurs have done. It’s for anyone in business looking to gain an edge by getting inside, real, and applicable information that he or she can put into action today to improve his or her business—right now.

We started out in 2008 as a two-person agency focused on handling the problem of gaining attention and interest to help drive business for our clients. We felt and still feel that traditional marketing, advertising, and public relations (PR) methods and companies have failed to attain these goals for their clients in an efficient manner that provides strong results measurably improving growth and sales. We set out to change that with a new kind of agency.

We tend to look at things differently at our company. We’re obsessed with having an impact—driving sales and bottom-line numbers through our efforts—because at the end of the day, not much matters in a business if you can’t accomplish that. Whether you have a great idea, product, service, or business model, none of it means anything if you don’t know how to drive the business forward, feeding a strong, steady flow of new clients into the company to service them effectively. So we focus on the entry point for every business across the planet—the front door. At this stage we have clients whose revenues range from \$10 million to several billion dollars that rely on our agency to help them drive their business forward. It’s a concept we’ve adopted as our basic purpose: to be mission critical to our clients’ companies.

So that is what you can expect from this book—real, applicable knowledge that is not fluffed up. It's simple, to the point, and easy to read. We're not trying to be supersophisticated or use "expert" terminology that makes us sound brilliant. I want this book to help you attain your goals, so we wrote it from the viewpoint of making it easy to read, digest, and use. I wrote it the way I would want to read it. I have a few favorite books myself, and they tend to be short, simple, and punchy with great insights that can be applied. This book is another one for that collection. I'm personally going to read and reread it—these are my notes on the most workable solutions we've discovered and it's vital that we have this incorporated into our agency at all times. I'm going to have all of our people read this book because I want them to understand how we think and operate. This is made up of what we actually use, and it has resulted in our company becoming one of the fastest growing companies in America. My hope is that it does the same for you.

Chapter 1

On Sales

Care

It's a simple concept but few recognize it or actually apply it to sales or business in general: care. You have to care about your prospects. Care about your clients. Care to be interested. No, not the fake kind that comes across as awkwardness on the receiving end. I'm talking about the authentic kind. Actually be interested in your prospects and clients. Ask questions. Take some time to study their sites to clearly understand their companies and where they may need help and where you may fit in.

Too many salespeople clearly care about only one thing: their commission to fatten their pockets. The truth is, that is the longest and hardest route you could take. Instead, focus on genuinely caring about your prospects. There is a reason, purpose, or need that they are trying to handle or resolve, which is why they called you. Care to find out what that reason or purpose is. Understand it. Ask questions. Problem solve with them to help manage it. Get excited about them and their company and focus on helping them attain their goals faster. Be genuine and care. This is your fastest route to actually making a sale.

It's difficult to express this one factor in writing; all I can really tell you is that you have to care genuinely about prospects and clients enough to be truly interested in them and focused on helping them. Care enough to have engaging dialog, even if it goes off track, leading to topics