

## Focus on Small Business Mission Critical Applications

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### Introduction

The majority of small businesses were founded on an entrepreneur's specific expertise in a product or service that filled a market niche. Typically, initial sales success was achieved through previous contacts or networking opportunities that resulted in a time for celebration and a positive view towards the future. At this point in the timeline of a small business, however, three Mission Critical Applications for growth and profitability are normally exposed.

They include:

- *Marketing*: focusing on communicating the business' unique value proposition to a **larger audience** to identify selling opportunities
- *Selling*: focusing on efficiently moving **new buyers** through a process that is measurable, repeatable and cost-effective
- *Accounting*: focusing on capturing the **true costs** of doing business while leveraging the business assets to achieve desired return-on-investment goals

This report focuses on these Small Business Mission Critical Applications and the integration of the tools, systems and processes that enhance performance.

Muskus Management Corporation is a Milwaukee based firm that has been offering a variety of services to clients since 1990. Today, the company offers professional consulting services and tools to help its clients focus on their Mission Critical issues. From ACT! Customer Relationship Software and popular ACT! add-on tools custom designed for specific client applications to Web sites that offer E-Commerce functionality, Muskus Management Corporation helps businesses leverage the management and control of their operations through the application of integrated tools, software and processes.



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**The Vision:** *Integrate functions; increase selling opportunities; lower and control costs; and leverage the company's business assets.*

To help accomplish the Vision, Muskus Management Corporation is working towards efficient integration of marketing, selling and accounting applications. The following small business mission critical issues highlight the benefits of this approach.

**Issue 1**  
*Integrated Contact Management System*

A solid foundation for growth is created where each contact to a Prospect or Customer is purposeful, manageable and measurable. The system allows you to increase the quantity and quality of your communications, while generating and tracking qualified sales leads for sales follow up. Targeted marketing campaigns can be efficiently managed to increase the return-on-investment of your marketing dollars. Continuous improvement of your marketing communication campaigns is a direct benefit of this approach.

**Issue 2**  
*Selling Process Management & Reporting*

A repeatable process is created for managing and tracking selling activities on an individual prospect basis. Timely and accurate sales pipeline reporting helps Sales Managers to effectively support each sales person in moving the buyer through "their" buying process. Automated sales support activities are designed to efficiently deliver the right message, at the desired timing, to decrease the selling cycle while increasing the chances of success.

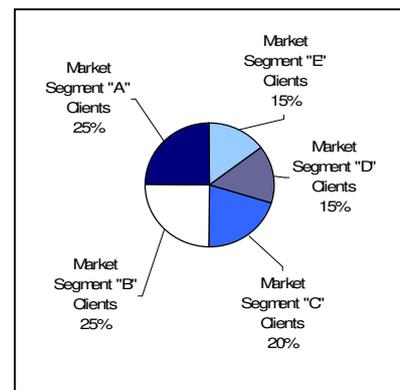
**Issue 3**  
*Financial Business Systems*

A system is created to track the right information to obtain meaningful financial results. This backbone system provides the necessary checks and balances on how the assets are being leveraged and if the desired outcomes are being generated by the actions taken. Seamless integration from the initial marketing contact to delivery of the product or service is achieved using the Muskus Management Corporation approach.

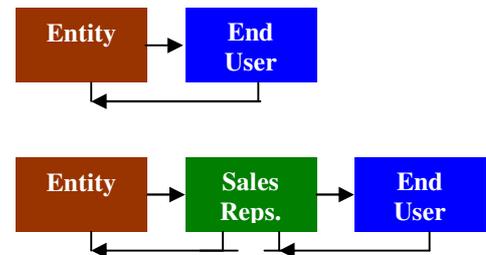
**Generate & Track Sales Leads:**

- Direct Mail
- E-Mail Campaigns
- Trade Shows
- Advertising
- Publicity Releases

**Target Marketing**



Applicable for all Selling Processes



Sample Company  
Cash Flow Statement

	JAN	FEB	MAR	APR	MAY
SALES-JOB BOOKED	\$0	\$0	\$11,453	\$83,285	\$294,708
Beginning Cash	\$4,374	\$8,597	\$71,640	\$112,860	\$143,326
TOTAL CASH IN	\$48,130	\$17,497	\$23,440	\$94,169	\$195,131
LESS: CASH OUT					
TOTAL DIRECT EXPENSES	\$23,791	\$13,517	\$60,572	\$64,312	\$142,108
TOTAL INDIRECT EXPENSES	\$5,436	\$6,621	\$10,170	\$18,198	\$26,996
TOTAL G & A EXPENSES	\$14,680	\$21,745	\$21,847	\$31,110	\$41,781
MISCELLANEOUS EXPENSES					
Other Expenses	\$0	\$8,571	\$7,631	\$65	\$0
NET CASH FLOW	\$8,597	(\$24,369)	(\$5,140)	\$93,344	\$127,572
BANK LOANS					
Revolving Line of Credit	\$0	\$0	\$40,000	\$49,982	\$0
TOTAL BANK ACTIVITY	\$0	\$0	\$40,000	\$49,982	\$0
OFFICER NOTES	\$0	\$96,000	\$78,000		
ENDING CASH	\$8,597	\$71,640	\$112,860	\$143,326	\$127,572

**The Solution:** Successful integration of the mission critical applications of Marketing, Selling and Accounting to empower a small business to gain control of how and where they allocate their company's assets.

**Marketing:** focusing on communicating the business' unique value proposition to a **larger audience** by identifying selling opportunities

#### Marketing Initiatives

- Ability to control Export and Import of database names
- Ability to conduct target marketing – automatically populating your ACT! Database from a list downloaded from outside sources
- Ability to link your marketing initiatives to your sales process – same database – no duplicate entry
- Ability to conduct time-phased marketing campaigns

**Selling:** focusing on efficiently moving **new buyers** through a process that is measurable, repeatable and cost-effective

#### Selling Process

- Excellent reporting ability for your Sales Manager and upper management teams
- Create future activities based upon your criteria of the sales process. Can schedule a series of events for specific prospects
- Can link your future activities and create an Automated Sales Process
- Contact Reports to assist your sales team on sales calls

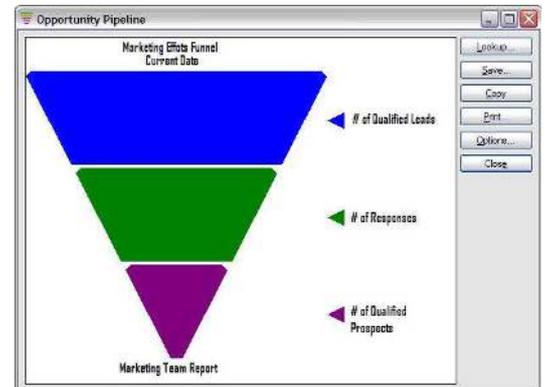
**Accounting:** focusing on capturing the **true costs** of doing business while leveraging the business assets to achieve desired return-on-investment goals

#### Accounting Principles

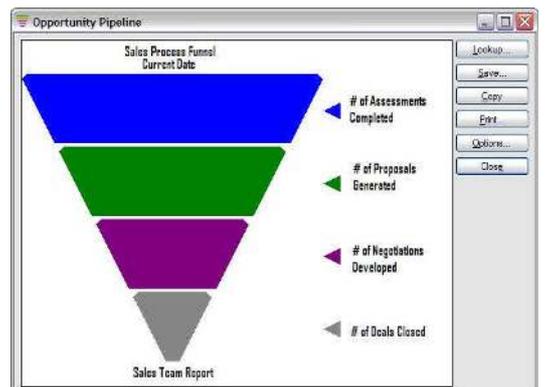
- Accounting Software Accountability
- A viable chart of accounts
- Ability to link your contacts from your contact manager to your accounting system
- Costing and Pricing Analysis
- Facts to communicate with your CPA firm

**Conclusion:** Manage and control operations resulting in a positive impact on your bottom line.

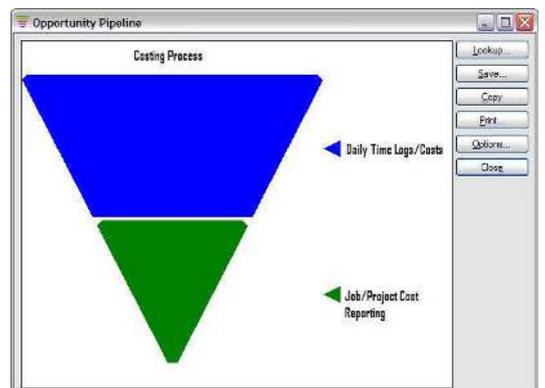
## Marketing Funnel



## Sales Funnel



## Costing Cycle Funnel



## Small Business Application Overviews

### **Type of Business: Construction**

**Work provided:** This firm was a small business with about 5 million dollars in sales. It was owned by two men that were technically great in their trade. Although their sales had increased over the last five years and their business had doubled, their profit was lower than ever. Based upon our initial communication it became evident that they struggled because they were not able to make important management decisions in a timely manner. Upon further review of their systems, we realized that they could not generate reports that were meaningful or the information they were receiving was not in a format that they could analyze and understand. MMC provided much needed support by identifying their critical application of overhead on their projects. We approached this by tackling three areas: pricing/costing, job tracking, and financial management. By departmentalizing their accounting, we were able to provide viable financials, good projections, cash flow analysis and incorporate the information into a business plan that was used to secure a line of credit and commercial loan.

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### **Type of Business: Property Management Firm**

**Work provided:** Company was owned by multiple investors. They currently had their accounting firm produce their yearly tax returns, but had no way to analyze their properties throughout the year. MMC implemented an accounting system that allowed them to track and report the activities by property. Management was able to better analyze their ROI on their properties.

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### **Type of Business: Residential Home Builder**

**Work provided:** MMC provided consulting for the residential home builder to help identify communication issues as they related to their prospective homeowners. It was evident that they did not have complete information about their prospective home buyers. MMC assisted the firm to build a database that tracked both the visitors to their model homes and the clients that eventually built with them. This information aided the builder by profiling their prospective home buyer and allowing his sales team to communicate better. With the information we collected we were also able to determine the trends in the home building process. The database was shared with the sales team and they were able to update the prospect's file and keep management informed throughout the buying process.

Contact us today for additional information about how our tools, software and processes can be integrated to help you leverage the management and control of your operations.



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