

Achieving Results

A Black Diamond Associates Publication

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Do You Know and Plan for The 3-R's for Your Business?

Everyone is familiar with the 3-R's from school – reading, 'riting and 'rithmetic. This was our first introduction to an effective performance model. As proficiency increased in each R, performance was further enhanced. Effective



performance models by their very design are a continuum that automatically raises performance to the next level.

Today's businesses have their own 3-R Performance Model. This model hasn't really changed since the early origins of business enterprises. No matter what the latest business guru advocates, good business practices and most importantly the "bottom-line" always appear to return to these basic 3-R's. For without Relationships, Referrals or Revenue, today's businesses will not achieve current goals nor grow.

It Begins With Relationships

R1 – Relationships: With the Internet providing immediate access to unlimited vendors, products and services, today's business owners must develop sustainable and loyal relationships. Current customer service research suggests that the cost to attract a new customer or client is 10 times greater than to maintain an existing customer.

Relationships Lead to the Second R – Referrals.

R2 – Referrals: Referrals according to recent research account for 84% of all sales. This research supports what our common sense tells us about human nature. We are more likely to believe a close friend, and probably a not so close friend, over the slick Madison Avenue advertising efforts.

Additionally, only 1 in 26 dissatisfied clients will share their dissatisfaction with the organization, but will be more than happy to share their 'bad' experience with others.

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Black Diamond
A S S O C I A T E S

*"We are what we repeatedly do.
Excellence then, is not an act,
but a habit."
-Aristotle*

Think about your habits. Are yours helping you move ahead or are they holding you back? If you're honest with yourself, the answer is both. Whether it is in sales, leadership, time management, or customer service, we all have developed habits that have led to our success. But at the same time, we are aware of those things that we know we should change but we don't.

The good news about habits is that they were developed and therefore they can be redeveloped. If you're ready to make a commitment to change, a coach can help you conquer your bad habits and create the habit of excellence.

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Make This Year The Best Ever!

■ Create a vision for your company

A vision statement crystallizes what you want your company to look like in the future. It is a clear image of the end result. (Even though you may never really have an end)

■ Create a vision for yourself

Describe your future the way you would like it to be. Avoid slipping into the negative of what you think your future may really be. Allow yourself to dream big. Now write it down!

■ Set personal and professional goals

Set goals that will take you closer to your vision statements. Start with only 4 or 5 goals for each personal and professional vision statement. Make sure each goal is necessary and sufficient. Also, each goal needs to be SMART: Specific, Measurable, Attainable, realistically high, and Time bound. And again, write it down!

■ Have fun

I have never heard anyone laying on their death bed saying: "I wish I would have worked more." Take time for yourself, family, and friends. Enjoy life!



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Referrals add value to the bottom line by reducing marketing dollars. You can't 'pay' for referrals. Referrals are given free much like a friendly smile or a sincere handshake.

R1 and R2 make R3.

R3 – Revenue: Without this final 'R' companies would not be in business. Revenue is the ultimate desired end result. When revenue grows, both the company and employees transition beyond surviving and transform into a thriving, high performance, results-driven team where everyone shares a laser focus. Successful companies and individuals actively work the 3-R's everyday regardless of their yearly achievements. Complacency for these individuals is not an acceptable attitude!

If your goal is to reach that next level of success, then maybe the first step is to ask yourself, do you know your 3-R's? And the second step is to begin to construct a plan to help you improve your 3-R's.

Source: Leanne Hoagland-Smith. Copyright 2008

Can Coaching Deliver Results?

Whether you're an executive or an entrepreneur, coaching helps you achieve the results you are looking for. Here is what our clients had to say:

"I cannot imagine going back to my old self and the lack of awareness I held before I went through the coaching process. It is a lifelong program, and I continue today to use the simple and easy tools and exercises to help me to create a balanced, happy, and successful life I can call my own."

"The difference it has made to my business has been phenomenal! Black Diamond Associates has helped me move from point A to point B with a clear sense of direction. They do not force feed me solutions to my problems. Rather, they use their vast business background and together we develop solutions. This is a pivotal time in my business and with their help I have a solid foundation to build on."

Let Black Diamond Associates help you address your challenges and achieve results.

How Can a Coach Help?

A coach can help you step back and see things as they are with a different perspective. A coach can help you identify and address the things that are getting in your way. A coach can help you be accountable and take action. If you are satisfied with the way things are, then you're probably not ready for a coach. But, if you're ready to embrace the change you need to make 2008 and extraordinary year, give us a call. It would be our pleasure to help you achieve the extraordinary.