



Business Leadership Group Discussion & Application Guide

Robert Yi, Growth Strategies [Revenue]–Session 1 of 3

Robert Yi has significant experience in aiding businesses thoughtfully grow revenue in healthy ways. His approach in this series presents practical ways to promote ownership and engagement in developing new revenue streams and strengthening existing streams. Have you ever broken down your paths to revenue generation to develop strategies & tactics to grow sales? [answer and discuss with your group]

Robert presents the concept of the universal priesthood of believers, to bring men closer to God, as his purpose in business. What noble and eternally focused purpose could drive *the priest of a company* to increase revenue? [explain your thoughts to your group]

Around time marker 7:17, Robert presents a slide with three key drivers of sustainable revenue growth: **Product Differentiation, Brand and Customer Diversification**. Are you content with your company's position in these three areas? [share your thoughts]

Select an idea or concept from today's talk that would make the most impact or warrants immediate attention and answer the following questions:

1. Should I apply this concept or practice to my business or personal life?
2. Can I commit to a schedule to implement this application? [explain and discuss with the group, if necessary]

Comment:



Development Objectives:

Life, Leadership, Excellence, Kingdom

The plans of the diligent lead surely to abundance, but everyone who is hasty comes only to poverty. Proverbs 21:5 ESV

For as he thinks in his heart, so is he. Proverbs 23:7a NKJV



Business Leadership Group Discussion & Application Guide

Robert Yi, Growth Strategies [Revenue]–Session 2 of 3

**The plans of the diligent lead surely to abundance, but everyone who is hasty comes only to poverty.
Proverbs 21:5 ESV**

Robert describes an issue that is one of the most common challenges in generating greater revenue: *The sales team is not properly held to account for the sales process.* Interestingly, in his case study, the founder was the lead sales person. Are you content with the degree of accountability your company has for the sales team—or you if that applies? [discuss with your group]

Are increases in sales related activities options for your company? Consider quality increases {like conversion rates, closing ratios, add-ons, referrals, etc.} in sales activities, not just action quantities.

“Pain points” of your customer often point to the greatest opportunity for you to serve them with your products/services, since their desire to escape the pain is a strong motivator <Remember the old axiom: *Build the fire of their desire and you’ll not fail to make the sale.*> What process do you have in place to discover those pain points and convert them into sales? [share with, and glean from, your group best practices and ways to resolve opportunities for improvement]

Select an idea or concept from today’s talk that would make the most impact or warrants immediate attention and answer the following questions:

1. Should I apply this concept or practice to my business or personal life?
2. Can I commit to a schedule to implement this application? [explain and discuss with the group, if necessary]



**Development Objectives:
Life, Leadership,
Excellence, Kingdom**

Comment:

For as he thinks in his heart, so is he. Proverbs 23:7a NKJV



Business Leadership Group Discussion & Application Guide

Robert Yi, Growth Strategies [Revenue]—Session 3 of 3

**The plans of the diligent lead surely to abundance, but everyone who is hasty comes only to poverty.
Proverbs 14:25 ESV**

Last session, Robert placed a strong emphasis on spending time on the frontlines with your customers to understand their pain points, which can focus sales efforts and increase revenues. If your customers' perceived pain points direct you to diversifying your products/services, how do you go about this?

A tried and true approach to product development and general business strategies is to do a SWOT analysis to explore your business' greatest Strengths, Weaknesses, Opportunities and Threats. Opportunities are then considered in light of your core competencies, gaps and market or competitive challenges. Have you ever done a SWOT for your company? If yes, what were the results? If no, describe an alternative? [discuss—a simple SWOT analysis grid appears on the following page. A detailed model is available by request: steve@fcci.org]

Robert states that positioning your company is critical to where you can grow in the future. What does company position mean to you and what are you doing to best position the company?

Select an idea or concept from today's talk that would make the most impact or warrants immediate attention and answer the following questions:

1. Should I apply this concept or practice to my business or personal life?
2. Can I commit to a schedule to implement this application? [explain and discuss with the group, if necessary]

Comment:



Humble yourselves, therefore, under the mighty hand of God so that at the proper time he may exalt you, I Peter 5:6

Without counsel plans fail, but with many advisers they succeed. Proverbs 15:2

For as he thinks in his heart, so is he. Proverbs 23:7a NKJV

**Development Objectives:
Life, Leadership, Excellence, Kingdom**

Opportunities (prioritize and optimize)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Strengths (maintain, build and leverage)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Threats (counter)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Weaknesses (remedy or exit)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____