



Ultimate Breakthrough Planning: The Business Funnel Approach by Mike Ferrell

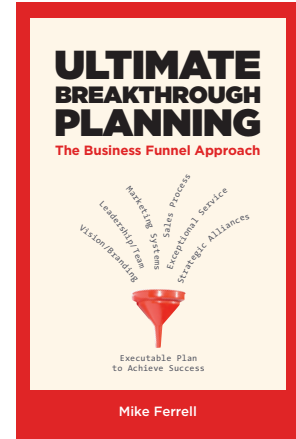
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Reviewed by Connie Anderson

Business consultant and speaker, Mike Ferrell, has written an easy-to-read, understand and take-action book. Through experience he knows that too many people start businesses but have little idea how they are going to grow it—no day-to-day action plan.

Ferrell brings together 6 key elements that are required for having business success. This book is all about action—execution of your plan—or lack of action. The failure is not the plan, it's the execution of it.

The 6 Key Elements are (and one is not more important than another):

1. Vision and branding—need clear vision and branding.
2. Leadership and team—maximize everybody's strengths, getting the right people doing the right job.
3. Marketing system—marketing effectively to eliminate peaks and valleys.
4. Sales process—help achieve goals.
5. Exceptional service—without this, you will always be looking for new customers.
6. Strategic alliances—work with others to leverage your business.



Use this Business Funnel Approach for each of the six Key Elements:

- Identify priorities
- Set goals and objectives
- Define your strategies
- Determine your tools
- Communication and training
- Create task and time
- Keep score and communicate results
- Reward success

Business owners and their key management staff should read this book with pen in hand to make notes and start their own plan of ACTION. I know I did! His ideas, tips and concepts are very sound and can be put into action without much effort or cost.

Ferrell knows his stuff—and after you read his book (which tells you how to do each of these areas above), you will know that “goals without action” does not lead to success.

Armchair Interviews says: A jam-packed quick-read guide for more effective action planning that will help any business.