

Business Facilitation Practice

SAMPLE

A. TITLE FOR THE PRACTICE	Identifying Customers
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B. PRACTICE AREA	<input checked="" type="checkbox"/> ONE OR MORE
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1.	Identifying business opportunities		10.	Budgeting		19.	Training staff	
2.	Expanding opportunities		11.	Cash forecasting		20.	Motivating staff	
3.	Growth strategies		12.	Creative financing		21.	Legal issues	
4.	Researching the market	<input checked="" type="checkbox"/>	13.	Helping with tax		22.	Patenting/protecting	
5.	Marketing strategies		14.	Teaching finance		23.	Other	
6.	Sales practices	<input checked="" type="checkbox"/>	15.	Managing operations		24.		
7.	Pricing techniques		16.	Simple control systems		25.		
8.	Sourcing finance		17.	Hiring staff		26.		
9.	Controlling finances		18.	Firing staff		27.		

C. BRIEF BACKGROUND DETAILS	Of the client and of the problem or issue
<p>Bronwyn and Kristi approached a business facilitator (business adviser) for assistance with the launch of their new consulting business in the health services sector. Both had extensive experience as nurses and administrators in the health services industry. Their business plan, brochures and business cards had been well prepared and 12 months of planning had been undertaken. They had spent a few months thinking about how to get started and how to find their first customers. So they approached a business facilitator for assistance.</p>	

D. WHAT DID THE CLIENT THINK THEY NEEDED? WHAT HAD THEY TRIED?
<p>How to get started. Do we send out brochures or do we advertise somewhere? They had not begun to advertise.</p>

E. WHAT WAS RESOLVED?	Record here any innovative/unique/unusual outcomes
<p>Frank Facilitator questioned and listened and soon realised that neither had any consulting experience. He asked how they, as professionals in nursing and health administration, responded to consultants who tried to sell them services. They both indicated that they didn't hire consultants unless they knew the person or had a referral for that person. Frank suggested that they should perhaps build relationships with potential customers rather than sending brochures out cold. Frank also suggested that they:</p> <ol style="list-style-type: none"> a. gather together a group of 8 to 10 professional friends, share their consulting concept with 	

them and listen to their comments without defending their concept. He also suggested they record all that was said for later analysis.

- b. Gather together a group of 8 to 10 randomly selected (unknown) health professionals, share the concept and listen and record all responses for later analysis.

F. CLIENT REACTION?	How did the client react to the process?
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Bronwyn and Kristi had not shared the concept with anyone other than their respective spouses and thus, they realised, they did not know how potential customers might respond. And so they brought two groups of health professionals together in a local RSL club meeting room. They shared the concept, recorded the comments and spent some time later analysing what was heard.

G. OUTCOME?	What action was resolved - If known?
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Bronwyn and Kristi realised that the wide range of services that they intended to offer was too extensive. Three specific needs occurred from the group discussions and one of the group members was sufficiently interested to become their first fee-generating customer.

H. YOUR NAME AND CONTACT DETAILS	Not compulsory
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Not available