

WHAT IS PAUSE2WIN?



AND WHAT
DOES IT DO
FOR
BUSINESSES?



INTERVIEW: LINDA ST MART

FOUNDER OF PAUSE2WIN

"Accelerating business growth through the right mindset and the right procedures."

That's what we do at Pause2Win.

Running a business in this climate of uncertainty, changing consumer trends and intense competition takes stamina, intelligence and collaboration and no matter the good or service sold, I'm always thrilled to meet a fellow Entrepreneur.

One of my favourite quotes about Entrepreneurship is:

" Only The Paranoid Survive"
(Andy Grove, former CEO of Intel)

Having a deep thirst to be better than rivals, to disrupt the market, to change how the game is played through re-defining industry rules to shake up client demand, to be constantly alert to threats that can sink revenue. You know the companies that thrive, are those whose products and services stand out.

And standing out is what Pause2Win does.

Why?

Because we work alongside amazing Business Leaders, investigating the entire spectrum of companies to stimulate growth so existing sales are maintained and future sales are turbo-charge .

Because we enable companies to adapt and re-invent (based on market demand changes) in order to thrive not just survive.

Growth is the Goal to Growing Profits.

And we focus on seven key areas (explained in this magazine) that when untapped, unleashes growth in different ways, all leading to increased sales.

From putting solutions at different stages to guiding Leaders to break habits that no longer serve them, my team and I challenge you to look at your business differently and question whether the current mindset and procedures add value.

I'm passionate about delivering growth within budget and our collection of solutions are low cost or zero cost.

Accelerating growth through the right mindset and the right procedures with minimal cost and fuss. Read On To Discover More.



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1. AUTHORITY & GOVERNANCE



At Pause2Win, we challenge you to think about your business critically in order to flush out weak spots that hamper growth.

Together, we investigate every part of the business to fine-tune those areas to ultimately stimulate greater sales.

Planting the seeds of growth means having the time and care to nurture improvements against set targets..

The authority and ultimate decision- making remains with the company's leaders. We support and guide them to make the right decisions and navigate their way through uncertain waters.

Changes may mean new rules and boundaries installed - helping Leaders to do things differently. Scrutinising key roles and responsibilities, looking at how people work to increase growth.

Growth is measured through robust and realistic key performance indications allowing Leaders to track and report progress and make changes (if needed) to stay on growth course.

Pause2Win builds a pact with each company to shape the business into something greater without disrupting every day procedures.

Growth Through Collaboration.

2.

LEADERSHIP & MANAGEMENT

Through tailor-made learning and development training, decisive leadership is ramped up - to communicate the vision to the staff and motivate managers to act in ways to bring about the changes needed to drive growth.

Great leaders are brave, stand firmly behind the vision and hold staff accountable when things go well or badly.

At Pause2Win, we encourage Leaders to develop the best company culture that enables the delivery of the strategic vision.

We encourage Leaders to empower their Managers so they supervise teams to bring out the best in them:

1. Encourage creativity on ideas to improve current practices.
2. Install new rules with care and consideration for team's feelings.
3. Encourage feedback so people's opinions are respected.
4. Challenge teams to be the best versions of themselves.

Careful management brings about stability in the midst of change because installing and following new rules can trigger anxiety.

At Pause2Win we value the mental health of staff as a number one priority. So every change recommended is designed to reduce or remove stress throughout the growth process.



Leaders Do The Right Thing

Managers Do Things Right.

Pause2Win encourages every person to drop habits that no longer serve the business.

At Pause2Win we do not change the meaning of the company goals but scrutinise and (if needed) enhance them to ensure they are SMART.

We elevate the strategy (i.e. the road-map to achieving the goals) to a greater quality because strategies tend to be vague and complex.

We define strategies as either a company becoming a cost leader (i.e. cheapest) or the most different (i.e. unique) in the market place. Pause2Win helps Leaders re-design the right strategy for their business.

We also dial-up the company's Vision so it's clear to everyone what success looks like when the goals are reached. A compelling vision inspires and motivates people to succeed.

Our strategy frameworks include: short-term decisions - ensuring a business makes enough profit to stay in business - and long-term decisions - aligned to keep the Vision alive.

Leaders and Managers must stay alert to faults within Operations and decide if it's capable of delivering the Vision.

We look at the skills, technology and procedures and encourage new ways of thinking. A shift from old habits, to shake things up and re-vitalise Operations.

Internal workings must be flexible to improve existing products and create new ones to meet changing customer needs.

Learning from setbacks and removing rigid hierarchies to stimulate creativity brings about growth.

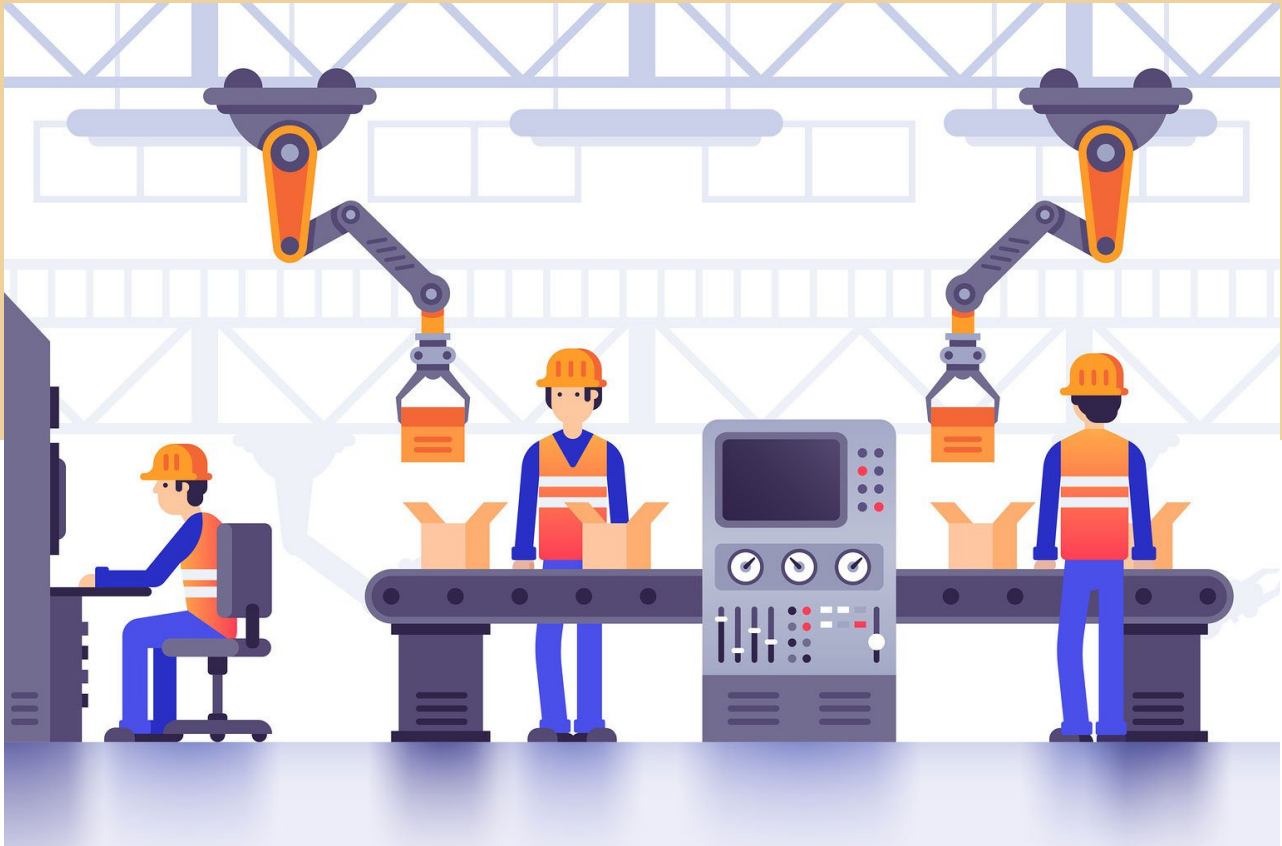
And growth requires greater system reporting to track improvements within a slick operational model.

WHO HOW WHAT
WHEN ? WHY
WHERE



3. STRATEGY & OPERATIONS

4. PRODUCTION OF GOODS & SERVICES



At Pause2Win, we investigate the internal procedures that delivers the goods and services to market and see if they're fit for purpose.

We encourage innovation through robust research and development to improve existing products and create new ones.

Productions Lines may need to embrace new technology to deliver high product quality.

We look to reduce running costs by flushing out wasteful practices to improve productivity.

Teams are encouraged to feedback recommendations in order to build a culture of 'continuous improvement'.

The aim is to re-vamp production to be as simple and easy as possible without compromising the quality of the goods and services.

The entire production model must be transparent with key quality check-gates which test and improve goods and services from inception to delivery to market.

Quality, Efficiency and Cost take centre-stage in production.

Change doesn't mean expensive investment. Leaders must be paranoid of wasteful practices!

5. FINANCES

At Pause2Win, we focus on the costs of running the business and build in ways to reduce existing expenditure whilst stimulating growth.

All our improvements are either low cost or have no additional cost to existing spend.

Each solution is attached with a measurable Return Of Investment and a Key Performance Indicator ensuring only value-add changes are made.

To boost higher returns as quickly as possible, the first set of changes Pause2Win installs are always quick-fix improvements - boosting profit in the short-run.

Company Leaders have the ultimate decision as to the level of changes installed with some done now and some done later, depending on the budget available.

We encourage lowering existing running costs through greater system automation and staff morale boosting events so the need to increase wages is no longer a high priority to a fulfilled workforce.

To further minimise costs, we scrutinise the goods and services and recommend if different ranges can be delivered following a bronze, silver and gold standard. Because different price points can stimulate sales across a wider target market.

All our improvements are designed to usher in growth whilst minimising cost.



Pause2Win provides low cost and zero cost improvements to your business.

There are no hidden extras.

6. SUCCESSFUL SELLING (THE ART OF MARKETING)



At Pause2Win, we encourage companies to know their customer so well that the product fits them and it sells itself.

Customer changing trends and habits must be measured with research and development and gathering of customer data to re-model goods and services to meet and go beyond their expectations.

Products must remove the typical problems and biases customers have in order to trigger happiness through use. Then broadcast the benefits!

Marketing messages must be tailored and personalised where possible to provide a unique customer service.

Messages must contain 'fast' and 'slow' thinking methods to encourage impulse purchases (fast) and customer conversations (slow) with the seller. A brand must seduce and inform the customer at the same time.

We encourage companies to study customer habits and create a product that solves a problem the customer wasn't aware of. This is dynamite!

We apply the 'AIDA' Model which is the market -leading foundation of modern marketing and advertising methods to boosting sales.

ATTENTION - Make the customer aware of the good or service using seductive messaging and/ or a great offer.

INTEREST - Lock in customer engagement through emphasising the benefits.

DESIRE - Convince customers they need your product/service.

ACTION - Make purchasing easy and a great experience.

At Pause2Win we place great importance on customer happiness which underpins sales growth.

We install amazing customer service techniques, aiming to increase repeat purchases from existing customers and boost numbers of new customers.

We do this by creating a bespoke menu of customer service moments that makes the buying and after-sales experience unforgettable.

Building in 'moments of joy' at every customer contact point (from sale to after-service) ensures positive reviews and strong referrals which - in turn - generates customer growth.

Staff are encouraged to adopt 'emotional' language to demonstrate an understanding of their customer's feelings and engage with them at a more meaningful level rather than merely transactional.

Targeted engagement through social media and other marketing ways (such as networking) boosts the bond between the company and customer.

We encourage companies to ask customers for their feedback to help improve goods and services and get them embedded in the production process. Getting customers to test before launch has delivered dividends for many of our clients!

Great customer service is about engagement at a meaningful level and we show you how.

And remember, all changes are low or zero cost and are easy to embed into existing practices.



7. CUSTOMER SERVICE

GROW YOUR BUSINESS THE RIGHT WAY.

And Reach Greater Heights In Sales

EMAIL US TODAY
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Accelerating growth through the right mindset and the right
procedures with minimal cost and fuss.