



## Radio Show Podcast



## SHOW NOTES

Sales, Work, Time Management, Personal Productivity & Massive Human Performance  
Interview With: Mr Anthony Mennillo (Human Body Scientist & Anthropometrist)

Episode 104  
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*Here to Serve*

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The Business Firm is an international business consultancy company based in Adelaide, South Australia. We provide business services to commercial enterprises, government agencies and non-profit organisations. Our mission is to help our clients achieve high-level outcomes. Phone +61 8 8121 5711.

#### **BUSINESS PLANNING**

We write sophisticated business plans for organisations that provide a blueprint to achieve its objectives. Documentation is comprehensive and easy to follow, like an operations manual – step by step. All our business planning is based on fact and real market conditions so they are relevant and achievable.

#### **MARKETING STRATEGY AND BRAND**

We prepare strategic marketing plans for our clients that provide for growth of sales, increase in margins and growth of the brand. Our focus is not only to create wealth, but to create a brand that is highly valuable, so it is worth the most money possible in the event a business is sold – or the owner is no longer involved.

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We develop customised, highly interactive, game-based online learning courses for organisations. These high quality eLearning solutions allow an organisation to achieve full compliance with all industry and state regulations at significant cost advantage and in real-time. Solves: compliance, inductions, registrations, assessments, workplace training and other knowledge-based requirements. In person/class training too.

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We plan, execute and assess events for organisations, such as product launches, professional seminars, trade shows, fundraising dinners, auctions, conferences, sporting events and entertainment shows. We will manage all logistics for events, including ticketing (both physical and electronic) as well as back-end systems to handle sales, statistics and the creation of a Customer Relationship Management database.

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We create: websites, eCommerce solutions, Facebook, YouTube, Twitter & LinkedIn social strategies, Yellow Pages digital advice, search engine optimisation, iTunes worldwide sales, Apple apps (iPhone, iPad, iBooks), Google, Bing, Yahoo listings and affiliate revenue for you.

#### **AUDIO, VIDEO AND PODCAST PRODUCTION**

Our in house studio produces high quality audio and video content for radio, podcasting, television, YouTube, online streaming broadcasts, education, training, sales, lead generation, events, product launches and fundraising.

#### **PUBLISHING HOUSE (inc. electronic publishing)**

We create: magazines, yearbooks, almanacs, manuals, tenders, books, novels, textbooks, electronic publishing, investor prospectus. We also offer proofreading and document layout. We can take your existing print works and publish them electronically so they can be distributed worldwide. This is the largest distribution channel in the world. We help you sell your works globally or distribute for free.

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We conduct market research to determine the viability of a market or product. We do customer satisfaction research to find out what an organisation's customer think of its products and services. We also conduct brand research to determine the attitudes held by the market towards an organisation.

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#### **SALES STRATEGY AND SALESFORCE MANAGEMENT**

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#### **FUNDRAISING SYSTEMS**

We create for non-profits organisations: regular giving programmes, attract sponsorships, membership growth, events & functions, In-Memoriam donations, major gifts, capital drives, database management, competitions & social media fundraising.

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#### **ONLINE EVENT BROADCASTING, WEBCASTS & WEBINARS**

We create engaging, high conversion online broadcasts for organisations worldwide. We develop professional quality content that conveys your message with power. Whether you want to sell to businesses or individuals; educate and inform; influence public opinion; generate leads globally; stream your live event online to the world; record and post for open replay; or run an online summit; we have the production capability and online video capacity to be a global star.

#### **PRESENTATIONS AND MULTIMEDIA DISPLAYS**

We create stunning sales presentations that have high impact and get results. Public display kiosks (touchscreen information directories). Educational interactive learning aids. Shop window displays to sell items. POS displays. Shopping mall displays (for advertising and information).



## *About the Podcast*

We produce a weekly radio show that is distributed globally through iTunes and on Stitcher Radio as a podcast. **The show is designed specifically for decision makers:** entrepreneurs, business owners, high-level managers and Board Directors who typically control significant plant and human capital.

If you have an Apple device (iPhone, iPad, Mac) click this link to listen:  
<https://itunes.apple.com/au/podcast/business-firm-show-for-decision/id1164625597>

If you have a non-Apple device, click to listen using this link:  
<http://www.stitcher.com/podcast/the-business-firm>

Each episode covers different topics related to running a high-performing business. You will get empirically proven, strategic advice that will result in more profit for you. **Areas covered include:** strategic marketing, business development, sales performance, advertising, public relations, social media promotions, eCommerce, large-scale fundraising, research and how to build a global business properly.

You will collect high-level content from host Mr Steven Mario Cavallo, The Business Firm's founder; and you will also get the opportunity to have a business problem you are dealing with, solved. **You can submit** an audio recording of a real-life business issue by emailing an mp3 file to: [answers@thebusinessfirm.com.au](mailto:answers@thebusinessfirm.com.au)

You'll also enjoy a sky-high view from the Tower of Success where you'll sit alongside Steven in The Business Firm Presidential Lounge and pick the brains of the very best business thought leaders in the world, during an interview. You are invited in every episode to listen to **interviews with incredible, world-leading information shared by some of the business world's most expert thought leaders.** Guests include top practitioners, entrepreneurs, Professors from the greatest Universities of the world, successful business owners, coaches and mentors, industry leaders, authors and other high-achieving, credible individuals.

If you fit the above description, have content of value to business owners and are a confident speaker, please apply to become an interviewed guest by emailing us at: [guest@thebusinessfirm.com.au](mailto:guest@thebusinessfirm.com.au)

This is the show that will help you in your duty, of being an effective business leader.

The Business Firm Radio Show is produced in Adelaide, South Australia weekly and released internationally to our worldwide audience: the decision makers and entrepreneurs who are building our global economy.

[Listen to the show](#) on iTunes and never miss an episode again, as it will automatically appear for you to listen to on your device, at your own convenience.

In addition to enjoying the free information on the podcast, you are welcome to a **free seat in the next Webinar** (online seminar) where Steven will be presenting [vital aspects of marketing science](#) and business development. Topics covered include: how advertising REALLY works and how to only spend money on what ACTUALLY gives returns. Learn how to sell 20% more without any extra customers; and we reveal the truth about consumer behaviour and HOW buyers actually choose between your brand and your competitors'. Plus, you'll learn the three biggest pieces of misinformation that wastes money and leads to nothing – things that nearly everyone has already been sucked into doing! This information is totally unknown by your competitors (and the false 'gurus'); so knowing it is a lucrative advantage you can easily get over your competitors.

Do yourself a favour and attend the next webinar. It will end your vulnerability to misinformation and can finally stem the flow of so many unnecessary expenses you are probably already incurring. There's no cost, no obligation and you'll make money from the information.

Check when the next one is on at: [www.thebusinessfirm.com.au/webinars.html](http://www.thebusinessfirm.com.au/webinars.html)

## *Discussion*

In this episode, Steven Mario Cavallo discusses the one most important thing that all business people, managers, athletes, Prime Ministers, mums, educators and students ask themselves, “how can I get more time to do the things I want to do?” How does one undertake the almost limitless number of fabulous opportunities that life presents, given the finite time and space we all live in? Clearly, when we choose there is an opportunity forgone, not just in the economic context, but in all the areas of our lives: our physical and mental health, our marriage, our friendships, our personal & spiritual development, the relationship we enjoy with our children, our connection with community, our preferred way of giving back, and the important objective of lifelong learning. These are universal struggles lived by every person in the world, irrespective of what country they live in, their ethnicity, gender, religion or the money they were born into...everyone wants to maximise their life in a way that is meaningful to them.

So today I will investigate just a couple of the *many* different approaches that exist, on making the most of one's time. This is an area of great interest to many people, as it is for me; so I will share *my personal system* for dealing with this inescapable human experiment we call ‘time management’, as it relates to life achievement. I hope to give you some useful insight and strategies that can make a positive contribution to your own work life and personal life.

Let's begin with the obvious – the human body. The late, great Dr Wayne Dyer told my wife and I on a number of occasions that we are spiritual beings having a physical experience. Given the inextricable relationship between thought and outcome, I believe this to be true. Therefore, by definition anything that you achieve comes about because your originating thoughts manifested into outcomes only because of the actions of yourself and others. Actions then are what turn thought energy into the form we can use in the real world. Actions need people and people are physical creatures with bodies to do the tangible work that originated in the mind. Building a great business, or an international movement, or creating change or inventing the next iPhone all requires a body to make happen. Hence, we are reliant on our bodies for everything.

And although this sounds obvious and maybe a little silly; for most of us whom may not be into sports or fitness or even fully aware of what constitutes the food we eat...there is a tendency to take for granted this incredible human machine and simply assume that it will serve us without fail, year after year as we work away at our businesses and watch it miraculously turn our thoughts into things. Usually, professional athletes, or dancers, or models actively contemplate their bodies and appreciate how directly it serves their goals. But even the most physically inactive philosopher or mathematician (or any other person that lives in their head) counts on their body to write, or teach or do experiments. So it goes without saying that human health: physical, emotional, social etc. is the first determinant of leading a productive life. If you don't have either the physical or mental energy to do something, you can produce nothing. To this end, remind yourself constantly that you must commit yourself to getting adequate sleep, some exercise, to eat nutritious food in the right quantities, to spend time with your spouse and children, to spend time with your mates and to read/watch quality content that expands your world view...as these are the big levers that will improve your life more than any other set of inputs. All of these will be discussed in this episode's amazing interview with Mr Anthony Mennillo, who is a scientist of the human body and a specialist on human performance and life achievement.

Other than the performance of our bodies, the other biggest factor of course is our thinking. Mental constitution has many aspects: the way we see ourselves, the way we see others, the way we see the world and how we think the world sees us. All of these parts are related and have the power to catapult us to greatness. Equally, any part of it could significantly reduce our ability to function. Consider a person who has ‘it all sorted’ and is in *flow*...they get things done, achieve what they want and in turn, self propagate happiness, which keeps them in flow. In this state, you are effective, efficient and more likely to be making money because your confidence and self-belief is growing as your positive thoughts produce the momentum for more positive thoughts. If this balance is upset, the mind scrapes and decelerates and can get stuck in painful thoughts such as fear, depression, apprehension, anxiety and so forth. And in this state, we are at risk of failures across our business and personal lives. Thinking is everything and you must be as health conscious about what you put into your mind as you are about what you put into your body. If you worry about what a deep-fried chocolate bar might do to your body, then you should be equally guarded about automatically swallowing the near lethal dose of pathetic, self-serving rubbish the mass media shoves down your throat each day. *Both* are poison and neither will serve you – least of all to build a great business and to inspire and lead people.

So if thinking is key, our minds then are the hands that create the blueprint for all we have in our lives. Like a holographic projector, whatever thoughts you have, will become the objects you see in your physical reality. All great things in the world first originated as someone's thought. We live in a society where messages of negativity, pessimism, cynicism, narcissism, manipulation and sensationalism hit us all. Like a torrent of damage these messages wash through the minds of people in almost all advanced economies, exerting downward pressure on the level of consciousness and in so doing, homogenising how people think. Just ask yourself the question, "how much does the popular opinion as expressed by the media influence my attitudes toward certain issues?".

What is needed is independent thinking, the unspoilt exploration of ideas and the space for individuals to be creative. The greatest inventors, entrepreneurs and leaders in history had *original* ideas; and they were usually seen as non-conformers by many in their industry; but they often exhibited genius and incredible achievement because they did not allow themselves to become bogged down in the popular culture that others blindly followed into facelessness. What is the point I am making? As business people, leaders, decision makers and creators of new social and economic enterprises, we owe it to ourselves to protect our brains from ideas and beliefs that do not serve us. I am telling you directly, if you want to be *uniquely* great, both in your business and personal sphere: stop watching the news, stop watching most of the rubbish on commercial television, don't read tabloids, don't subscribe to mindless gossip feeds, keep to a minimum the time you spend on social media and most, most importantly...don't hang around negative people that whinge and bludge and sap your energy. These poisons will severely inhibit your full potential. In his excellent work *Three Simple Steps*, Trevor Blake talks about 'protecting your mentality' by staying away from mass media news, from ignorant gossipers and of wearing one's 'mentality shield' as an invisible force field that deflects negative or unfair criticism from detractors. He also talks about taking 'quiet time' every morning in order to soothe the mind into a quieter state where stress is emptied from your head and creative, ingenious ideas are able to take their place. This is incredibly powerful and can bring about profound performance improvements in your business, your health and your relationships.

So what has all of this to do with time management and personal achievement? Everything. Despite our attempts at being rational, we remain emotional beings. If your mind is consumed with deliberate and constructive optimism and a strong sense of purpose, and is not infested with external rubbish that distracts your focus and diverts your energy and attention; then you will suddenly find that you regain hours per day that you would have otherwise wasted on activities that actually detract from your business goals. We must all become better at recognising the activities that are truly important in realising our mission. It is these activities that you do first. In the *7 Habits of Highly Effective People*, Dr Stephen Covey talks about prioritising the 'big rocks' of your life first. In a business context, this means having the discipline to sometimes say 'no' to the good stuff in order to do the best stuff. It also means having a clear strategy and doing forward planning that take into account different scenarios so that you are not bogged down constantly 'putting out fires'. The most effective instrument I have ever seen that one can use to determine what to do, as opposed to what not to do; is the Eisenhower Matrix – which in my opinion is the ultimate time management tool, without question. This is covered in depth by Stephen Covey (and other thought leaders) and its enormous power lies in its ability to differentiate between what is actually important – and what is just urgent. If you image two axes: the vertical indicating importance and the horizontal indicating urgency. The four quadrants that result from the axes crossing at the origin represent the four boxes in which you place tasks according to how they rate, in terms of both urgency and importance. For example, in the quadrant designated 'not important and urgent' you place things such as sending Christmas cards to suppliers before the cut off date for delivery. In the quadrant designated 'important and not urgent' you might put strategic planning or equipment maintenance. These are usually things that represent low risk if not done immediately, but high impact if not done at all. In the quadrant 'important and urgent' we see things that usually happen with barely any warning and that have a high impact. These are the 'fires' that need to be put out and whose priority overtakes all others, due to their critical nature. Finally, the quadrant 'not urgent and not important' – things such as Facebook and gossip; represent things that add no value to your business or your life. Clearly, the two quadrants you want to spend as little time in are the 'not urgent/not important' quadrant; and the 'urgent/important' quadrant. Time you spend doing tasks that belong in these boxes is either a total waste of time; or a sign of mismanagement. And while there will occasionally be some sort of 'fire' in your business; and some need to just 'veg out' for a few minutes watching a silly cat video on YouTube; these need to be kept at an absolute minimum if you want to be *effective*...not just efficient. There is no point looking for lost keys outside your house if you know you lost them inside somewhere. Doing the right things reasonably well is more profitable than doing the wrong things perfectly. So highly effective people are different to those that are merely efficient because they don't allow harmful external influences to detract from their vision, their belief or their time and energy.

So how do you use Covey's Four Quadrants (i.e. Eisenhower's Matrix) in your own business or personal life? In the good old days of leather Filofaxes (one of which I had surgically attached to my body!), I simply used a paper version that was pre-drawn onto which I wrote my tasks on a daily or weekly basis. This was incredibly good at helping me maintain direction and use my time effectively and probably made the single biggest difference in my awareness of 'how to work' properly. Today of course, software has now replaced my beautiful Filofax, but it



allows for flexibility, reporting, attachments to be appended and most conveniently, the ability for unfinished tasks to automatically carry over into the next day without me needing to rewrite them onto the next sheet. In my personal set up I use a programme called Priority Matrix, made by a company called Appfluence. You can see the software on their website: [www.appfluence.com](http://www.appfluence.com). For me, this is the very, very best implementation of the Eisenhower system I have seen and is the programme I use to organise my business. It is also how I prioritise my time in my other roles: as a father, a husband, philanthropist, teacher and speaker. I thoroughly recommend you use it. I have no affiliation or get any money from telling you this; my only reward is my confidence that it will help you be enormously productive. I have Priority Matrix on my Mac, my iPhone, my iPad as well as my Windows 10 machine and it is worth its weight in gold. Download the show notes from the podcast page at [www.thebusinessfirm.com.au](http://www.thebusinessfirm.com.au) and this link will be there for you.

In respect to time management, my other tools of choice are things that automate manual tasks or that represent shortcuts to outcomes. Now, assuming you have worked out the right things you need to do to be *effective*, then there are various technological tools that do enable you to be efficient at being effective. I use all of these things: Siri, online booking systems, automated lead generation, writing content that can be repurposed for ten fold ROI, I use my previous work structure as guides for new work that is similar, I create eLearning modules that my staff refer to for operations manuals and help, I put shortcuts to templates I create so that people don't need to reinvent the wheel each time, I shift wherever possible, those tasks that customers could do themselves (such as filling out forms) to reduce admin burden and costs on my own company. I have created smart systems that track job progress and automatically update the customer with their estimated completion time. This reduces the number of inbound calls to my reception and keeps the client happy. I schedule things to happen in such a way so as to smooth demand on my resources. For example, I encourage pre orders of product and services that would normally follow a seasonal sales spike. I batch similar tasks or jobs so to minimise set up times and movement between different types of tasks.

I employ extensively, the best Lean methodologies in all my management workflow, floor space layout, production processes, materials location, JIT inventory & logistics and quality management so as to design the absolute most optimum work system that reduces cycle time, reduces costs and generates superb quality outputs. I have a digital dashboard that provides me at a glance, all the key metrics of my business, not just as they appear presently, but with graphics that clearly show trends over time. These are all things I use and have set up for clients and each have proven themselves to dramatically improve productivity. Lean is incredibly powerful. Along with the Quality movement, it was instrumental in the transformation of Japan from a devastated post war nation into a global economic super power. Lean seeks to eliminate wastes ('waste' does not refer to rubbish by unnecessarily expended time, materials, labour and energy) and increase customer value; thereby allowing a business to reduce costs, increase quality, build market share and make more profit. It can be transformative and strongly suggest all business owners to engage a Lean consultant as that investment it will pay itself off. I will be presenting an entire episode on Lean soon as it is so, so important a management practise for business. Stay tuned for that episode.

I also use Skype for Business and FaceTime extensively to reduce the amount of time I need to drive around in traffic. When I'm in the car I get Siri to read me my emails, my text messages, to make appointments for me, to send SMS messages and to play audiobooks for me. I listen to high quality business related or personal productivity podcasts whenever I can: whether I'm in the car, exercising, cooking or in a waiting room. There are so many incredible podcasts that allow you to learn from incredible minds, such as the podcast Exponential Wisdom with Peter Diamandis; or the many BBC podcasts; or the inspiring Entrepreneur On Fire by John Lee Dumas and the excellent School of Greatness by Lewis Howes. All of these give you tips and shortcuts and can easily replace some of the rubbish on TV.

One other thing I do that helps my productivity, even though it does not seem directly related to business management, is that I keep a journal, where I reflect on my performance for the day and pay gratitude for what went well. This exercise in self-reflection is a great way to learn from mistakes and form good work habits because by analysing yourself retrospectively, you actually grow introspectively.

In Michael Gelb's ground-breaking book, "How To Think Like Leonardo Da Vinci: Seven Steps to Genius Everyday", he provides a framework of seven principles that will help you achieve a much greater capacity for creativity, for innovation and for being focussed. If you want to hear what those seven principles are, directly from Michael Gelb, then listen to episode 105 of this show where I interview Michael. He actually makes an *incredibly* generous offer to listeners of The Business Firm podcast where he will travel to anywhere in the world and present for free...with one condition! Listen to hear that offer and learn how Leonardo Da Vinci came to be the greatest of all geniuses in history.

The other area that business people should look at for improving productivity (both their own and that of their organisation) is in the structure of their business. The org chart itself and the arrangement of people, their chain of command, their span of control, the flatness of your structure, the amount of autonomy you give people, the amount of help tools and scope of decision making you allow your frontline staff to exercise, the instant

availability of protocols and templates and step-by-step guides to solve problems dynamically...these are all things that will obviously affect how much of your personal time will be directly required to run the business. Of course, in re-engineering your entire work system to conform with Lean principles, to have a strong customer orientation, to become a learning organisation, to budget time and resources for innovation, to cultivate a culture of ownership by all employees that in turn motivates people to commit their own energy to solve issues rather than running to their bosses...all of these things will return commercial rewards, often substantial...and such a design can help take a great deal off of your plate, allowing you to use that time to do other new things in your business; or even to – dare I say it – take some time off and live the life of a business owner, not the life of a person that is owned by their business.

We now make our way to The Business Firm Presidential Lounge where we will hear from one of the leading scientists in the area of human movement and sports. He is a renowned anthropometrist and is Director of the foremost wellness centre in Australia that caters specifically for the needs of executives and busy people. His specialisation is in transforming lives of worn-out business people from being a stressful, overweight, slightly unhappy mess into a healthy, positive, thriving person with boundless energy. Follow me now up the lift into Success Tower, as we meet the incredibly inspiring, super-energetic, Anthony Mennillo.

[www.betterthenever.com.au](http://www.betterthenever.com.au)

Email Anthony Mennillo at: [tony@betterthenever.com.au](mailto:tony@betterthenever.com.au)

#### Additional Resources

Ehrenberg Bass Institute: <https://www.marketingscience.info>

Your Business' Ability to Achieve Game Changing Innovation: [www.gamechanging.com](http://www.gamechanging.com)

Priority Matrix, personal productivity software that utilises the Eisenhower Matrix as described by Dr Stephen Covey in The 7 Habits of Highly Effective People: [www.appfluence.com](http://www.appfluence.com)

## *Interview*

In this episode, we hear from Mr Anthony Mennillo. He is the founder and head trainer of Better Than Ever Pty Ltd. With a Sports Science degree, a Level 2 Anthropometrist, and a Level 3 Registered Fitness Professional with Fitness Australia, plus over 22 years experience, training over 3000 clients from the disabled to high level athletes and a specialist in coaching CEOs and business owners, there are very few trainers that can do what he can for you. Listen to the interview with this inspirational and impossibly energetic man by downloading episode 104 of The Business Firm Radio:

If you have an Apple device (iPhone, iPad, Mac) click this link to listen:

<https://itunes.apple.com/au/podcast/business-firm-show-for-decision/id1164625597>

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Visit Better Than Ever at: [www.betterthenever.com.au](http://www.betterthenever.com.au)

Email Anthony Mennillo at: [tony@betterthenever.com.au](mailto:tony@betterthenever.com.au)



CLICK ON PICTURE



## *Audience Question*

Today's question comes from Jason from Cape Town who owns a large electrical wholesaling business that sells predominantly to electricians, mostly at construction sites via sales reps in vans. He also has a retail counter that serves both the trade and the general public. His question relates as to how he can streamline the invoicing process. Presently, his reps continually sell throughout the day, from their vans, to electricians. Every few hours, they phone the office and speak their sales (from handwritten notes they make as they sell) to a person that writes them onto a sheet, which is then given to another person to enter into a computer accounting programme to create an invoice, which is then printed and then posted by physical mail to the buyer. He is not sure which methods to use or what sort of IT package to buy to improve his business workflow in this area.

Well Jason, thank you for your question. It is actually representative of a situation that many businesses find themselves in, particularly in wholesaling, trade supplies, home deliveries and sales made by independent distributors. Wherever sales happen remotely to a controlling office, this same problem is faced; and not just where the external sales are made from a van – it also includes fixed satellite shops.

What is needed and is now readily and cheaply available are electronic systems that provide automated accounting and bookkeeping; salesforce performance and accountability; GPS location in real time (including vehicle speeds and what items each van carries); accurate stock control where each sale is adjusted for in inventory asset and information about stock availability is available to your field sales force so they can be confident to supply customers; the ability to simply scan a product's barcode (or a barcode representing a service) at the point of sale in lieu of sales reps making handwritten notes and for that sales information to be automatically sent simultaneously to both the internal finance department AND to the customer in the form of an electronic invoice complete with EFT buttons for one-click payment; integrated ordering from your suppliers; for it to handle credit requests from customers and credit requests you make to your suppliers; and for all of this information to be available 24 hours a day to all the required staff, in the cloud with automatic security, backup and different levels of access to protect sensitive financial information from being viewed by those you don't want to see it. I have set up these types of systems for clients and I actually had this type of system in my previous business where I had a fleet of sales vans, an internal sales counter for the trade, a retail outlet, an internet shop, a fax channel and a national network of resellers – all within the same business; all managed within the same accounting package and database; and all served by the one administration structure. It worked exceptionally well and saved a great deal of money, time, errors, double-entry, stock taking, frustration for me and for my customers; and the ability to include promotional messages right into the invoice itself (i.e. to promote specials) as well as to embed links that lead people to sales videos, help documents and web pages that can lead to further sales of complementary goods.

So Jason, what I'm saying is that in order to solve your the bookkeeping/invoicing problem, you actually gain so many more benefits around inventory, reporting, supervision, upselling, purchasing, warehousing and you can also incorporate Lean into the same systems to trigger automatic reorder points, estimated order quantities and customer facing service such as estimated time of delivery, tracking, balance owed, downloadable statements and invoice copies and an online store front – all integrated into the one system.

If you are an extremely large business with tremendously complicated distribution, it may be worthwhile having a programme custom written for your enterprise, but this of course is very, very expensive – particularly if it is to do all of what I have described here. For most businesses, even large businesses, the most practical solution is to buy an off-the-shelf programme that is able to do all of this. And you know what? There are actually lots of really good ones to choose from. In my business I used a version of QuickBooks called Reckon Accounts (it's now evolved into another name) and it served us exceptionally well. There are other packages too that I haven't used, but know they do the same things, programmes such as Xero and MYOB. They allow full control at headquarters on your desktop computer as well as cloud-driven, mobile versions for your field staff who carry iPads or iPhones etc. An added benefit of having your field staff carry iPads is that they can also demonstrate products and services and provide savings projections and make use of other sales aids such as videos that they simply can't do as effectively and efficiently using paper systems.

One thing to mention about these programmes is that while they are off-the-shelf software, they actually allow for an enormous amount of customisation to the needs of your industry and to the needs of your customers; so they give you great power and the flexibility to mould them to be an integral part of your business – in fact, in my

own case, it was what effectively *run* the business; and all my staff, ALL my staff, were trained in its use and it returned its investment to me a thousand fold: in money, in time and in eliminating stress.

So to answer your question Jason, I strongly suggest beginning research into what packages are available for you.

Listen to Episode 104 to hear all of Steven's advice to this question. You can listen to this and all other episodes:

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This is the favourite part of the show for host Steven Cavallo because he gets to [directly help real people](#) with an actual problem they are having in the areas of business development, marketing, sales or fundraising. Steven features one of the recorded questions sent in by listeners, and plays back that recording on air, along with his commentary. To submit a question, please record your question as an mp3 (maximum file size 10Mb) that is no longer than 60 seconds and email it to: [answer@thebusinessfirm.com.au](mailto:answer@thebusinessfirm.com.au)

While we can address your issue and provide some valuable insight for questions featured; of course, we can only go into brief detail in the minutes available in the podcast, so we encourage listeners who want more formal advice (regardless of whether their question is featured) to outline their specific problem/opportunity and email it directly to [consulting@thebusinessfirm.com.au](mailto:consulting@thebusinessfirm.com.au) and you will get a reply within 24 hours.



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