

Dr Lisa Lang

From: Dr Lisa Lang Theory of Constraints [drlisa@scienceofbusiness.com]
Sent: Wednesday, January 27, 2010 3:10 AM
To: Dr Lisa Lang
Subject: POOGI - Part 61 - 7 Questions You MUST Answer if You Own a Business

Having trouble viewing this email? [Click here](#)

You're receiving this email because of your relationship w/ Dr Lisa and/or Science of Business. You may have viewed one of our great Theory of Constraints videos at www.ScienceofBusiness.com. If you want to forward this email to a friend please scroll down and use the "Forward email" link.

You may [unsubscribe](#) if you no longer wish to receive our emails.

Theory of Constraints - Ask Dr Lisa Newsletter

Next [Velocity Scheduling System](#) is starting February 1, 2010.

Ready to increase sales?

www.MafiaOfferBootCamp.com

For a daily TOC tip, follow me on [Twitter](#).

SERVICE COMPANIES! I'm looking for 5 service companies to test our Project Velocity System starting sometime TBD in February. You know the 5 circles demonstration I do in my Maximizing Profitability workshop? -- this is the version for service companies!

You will get \$1000 off the \$4995 price and a longer free trial of the software. The software is web based and allows you to coordinate geographically distant resources. If you do project based work, but not super complex (like building airplanes) then you may be a candidate. Examples include: engineering firms, design firms, marketing companies, software, web design/SEO services, recruiting, internet marketing, and a whole bunch more. If you want to be considered, please reply to this email and tell me a little about your company and why I should choose YOU for this test! To get an idea of how the manufacturing one works, see www.VelocitySchedulingSystem.com and this one will be similiar but include software.

POOGI #61: We are continuing our series based on [The Goal](#) by Eliyahu M Goldratt and the [Theory of Constraints](#). {This series was co-written with [Brad Stillahn](#)}

Dr. Lisa: Let me start. We established in our last article that Exit Planning is consistent with TOC, Lean, and Six Sigma because business owners need processes that will increase profitability and business value. So now, let's help business owners check whether they are ready to exit, or what additional steps they would need to take to be ready.

Brad: First, a business owner needs to understand his or her objectives. Here's the question we need answered:

1. Do you know your exact retirement goals and what it should take-in cash-to reach them?

Dr. Lisa: Oh, I like it. That's the first step in TOC as well, understanding the objective. And then design a process to achieve the objective more and more. In a for-profit business, it's usually "make more money now and in the future". I know my answer for question number one.

Brad: Good. Now we need to know where we are in relation to the goal. So next we need to know:

2. Do you know how much your business is worth today, in cash?

Dr. Lisa: That's a much tougher question for me. How do you find out?

Brad: It depends. If the business owner is close to exiting, a valuation by a Certified Valuation Analyst is recommended. But if you are just starting the exit planning process, a range of value can be calculated by a qualified CPA, and should be updated annually. Industry "rules of thumb" aren't good enough, and may be misleading. Pay a few bucks and get it done. Next, we need to know:

3.

Do you know the best ways to maximize the income stream generated by your ownership interest?

Dr. Lisa: I know the answer, it's TOC!!! There is no better way to leverage existing resources to maximize profitability now and in the future. Use the Velocity Scheduling System to do more with existing resources, and create an unrefusable offer-a Mafia Offer-to sell the capacity that's revealed.

Brad: Was that a commercial? Not that there's anything wrong with that...

Dr. Lisa: Yes, of course! TOC is so powerful and I feel inclined to remind people of that fact. We helped 30 highly custom job shops improve last year -- substantially! A 100% success rate! What else could you have had these shops do with that amount of success?

And, we've had over 70 companies go through our Mafia Offer Boot Camp -- all creating great offers that they can use to sell more and increase the value of their business.

But I digressed. Let's get back to exit planning.

Brad: The answer to question three is where most business owners get stuck both in operating their business and with exit planning. If there is a gap between what you need (question #1) and where you are (questions #2), then you need to know how to close the gap (question #3).

.... to be continued (and completed) next week in POOGI #62

Want to have an Exit Plan? Go to <http://www.scienceofbusiness.com/exitplan.aspx> and take the first step.

Here's to maximizing YOUR profits (and selling price of YOUR business)!

Dr Lisa

(c)Copyright 2010, Dr Lisa, Inc. All rights reserved.

~~~~~

Back issues can be found at:

<http://www.scienceofbusiness.com/free-stuff/free-newsletter.aspx>

~~~~~

phone: 303-909-3343

web: www.ScienceofBusiness.com

email: DrLisa@ScienceofBusiness.com

~~~~~



If this email was forwarded to you by a friend and you would like to get your own copy, please click here: [add me to the list!](#)

[Join Our Mailing List!](#)

**[Forward email](#)**

✉ **SafeUnsubscribe®**

This email was sent to [drlisa@scienceofbusiness.com](mailto:drlisa@scienceofbusiness.com) by [drlisa@scienceofbusiness.com](mailto:drlisa@scienceofbusiness.com).  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).



