

# **3 Crucial Tactics** **to Build a Stronger Business** in Today's Economy

**Extract from**  
**Business Unlimited**  
Smarter Profits Faster

*Amaze Yourself  
With What YOU Can  
Achieve Further!*

## Leverage Your Platform for Maximum Results

By Platform I mean your infrastructure, and more. **Your Platform is everything that your company has today: people, assets, products / services, procedures, credentials, brand, reputation.** Think of what your business has, and how you can extract maximum Value from this.

I once met an investment fund manager at Cargill. I was curious to know how one could manage investment funds while working for an agricultural company. He explained that, because Cargill has **AAA rating**, they can borrow money very cheaply. So they set up an investment fund to make more money. The model is simple: based on their good borrowing capacity, they borrow money (which costs them very little) and use that money to invest in other assets, which make even more money for them; i.e. they Leverage their credibility and use their 'Platform' to make more money.

### Ask yourself:

*What do we have?*

*What else do our clients want?*

*How can we serve our clients more?*

### And... How can we go beyond our customers or our traditional line of business?

You don't have to be a multinational company to apply this concept. You may be a small retailer of electronics. Your margins are small, because you can't afford to buy volumes from the supplier that command low prices. An idea for you is to buy a larger quantity, and sell the difference to another retailer just like you: you make a margin on that, as well as obtain a larger margin for your store. If this is not possible due to lack of funds, then associate with another retailer and make a Joint Purchase –

Take that Giant Leap

this doesn't require any additional investment on your side, but leads to lower prices due to the volume you buy together. Be creative!

**How can you leverage the opportunities given by the Digital Transformation in the entire world?**



***This is what we like to see!***

*At my company, our projects and applications for EU funding for clients became so good that people working in the ministry (whom we had never met) recommended us as consultants. We had no idea this was happening until we received a call from the largest car manufacturer in Romania requesting a meeting to discuss EU Funding. They had been referred to us by the ministry. This opened our eyes and we started actively encouraging authorities to spread the word about our company. This is an unconventional way to Leverage the good work we do, our credentials, the Platform we have, to bring more customers.*

***Leverage your Platform for now,  
but more so for the future***

## TAKE ACTION NOW!

Write down 5 current qualities or strengths of your company that make up your Platform:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Write down 5 ideas to further Leverage the above-mentioned strengths:

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Understand Your Business. Really!

*Look beyond your direct Competition to understand what business you are really in*

How can I ask you, the owner of your business, to understand your business? Well, most business owners I meet don't understand. (Of course, you may be the exception.) Ask yourself: 'What business am I really in?' If you sell clothes, you may say you are in fashion. But if you are selling high-end clothes that are associated with a certain status, you may in fact be in the 'status' business (like Rolex).

When you consider your industry, think of why your customers buy from you. What Need do your customers satisfy with your product? What are the uses of your product? **Chunk Down** and **Chunk Up** to look at your business from different perspectives (see Tactic #36 'Be Efficient with Your Time' for more on Chunking). Let's assume you sell diesel cars. If you Chunk Down, you look at the type of car you offer: a five-seater five-door vehicle that uses diesel. However, if you Chunk Up, you are in the transportation business – you help people move from one point to another and you offer mobility. When you Chunk Down you look at your Competition strictly as other diesel cars. But if you Chunk Up, your Competition could easily be car rental companies, train companies, bus companies, the metro – anything that offers people mobility.

**Once you know what business you are really in, it is time to understand what you are good and bad at.**

Have you been pitching yourself in the wrong industry?

Be clear on why you have achieved your current level of success, and examine why you have not achieved more success.

**See it in action!**

*Let's think of our client Jolyon who brings Leonidas, the famous Belgian chocolate, into Romania.*

*Are they in the chocolate business? You may say, 'Of course!' but I would argue they are in the gifts business. How many times have you bought Leonidas chocolates for yourself? How many times have you bought Leonidas to offer as gifts? I'm guessing more often for the latter.*

*When Jolyon realized he is in the gifts business, he started marketing his business difference and his sales went up!*

*While he was still selling Leonidas as chocolate, it was not easy for him to achieve good sales simply because people are not prepared to pay more for a chocolate than \$1-\$4, which is the usual price.*



So, the same product (chocolate) with different packaging and positioning competes with different types of products or brands (luxury items or gifts). When you have it clear in your mind what your True Industry is, your entire marketing Strategy becomes focused on what you really are. You don't want to focus on other chocolate makers as your Competitors, and just have different packaging and position. Leonidas and Godiva use the superior quality of their chocolate and attractive packaging to compete in the luxury goods industry. Thus, they can command higher prices.

## TAKE ACTION NOW!

Write down what type of business you are in:

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Write down 5 elements you could improve on now that you know your True Industry:

1. \_\_\_\_\_

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2. \_\_\_\_\_

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3. \_\_\_\_\_

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4. \_\_\_\_\_

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5. \_\_\_\_\_

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## Sustain Your Business Long-Term

If you are feeling unsure about your business or that is no longer serving you; if don't know your true industry; or if you simply feel you are losing interest in your business, check out our online masterclass "Design Your Business Model Based on Your Needs & Passions" ([www.ozanagiusca.com/your-business-model](http://www.ozanagiusca.com/your-business-model)). It will help you identify what to change in your business so that you get what you want out of your business. Because when you combine your passion with your skills and offer something people want or need, you hit the jackpot!

## Retain Those Employees Who Fit In

*Say no – even to highly skilled people – if they don't match your business Culture*

You worked hard to build a company Culture that represents you. You want to maintain this Culture moving forward. Thus, always take into account the personality of the individuals you recruit, and don't compromise on personal traits for skills.

Understand what is important for your company's Culture, and make that a must in new recruits. It could be positive attitude, fun, open, transparent, honest, keen to learn, open to New Ideas, likes challenges, self-starter... whatever it is, make sure that new recruits fit the bill.

### **Not the right person...**

*A couple of years ago I got a very senior consultant, extremely skilled and knowledgeable, to join the team and manage the Business Doctor division. Unfortunately, although he may have been full of knowledge, he was not willing to share that knowledge with my team. He soon found that none of my staff accepted him, and he had to leave. An unofficial alliance was formed against him and, believe it or not, I took their side. If that consultant was not accepted by my team, it is likely that he would not be liked by my clients or partners. And why would I want to force my team to be managed by someone they don't like? They are wonderful, it is fun to be in the office, they help each other, and I want this open and transparent Culture to be maintained. With the new consultant, I could see a senseless competition being played out among my staff, who would constantly be watching their backs – something I am totally against.*

I have a policy that I only offer long-term (unlimited) employment contracts after a three-month trial period. During that initial period I want to test the skills, but also the attitude, the cultural fit, of that potential employee. If

## Get the Most out of Your Team

there is no match, there is no long-term contract. My team plays a role too: they vote on whether the person should stay. If they say no, it is a no. I never go against their verdict. They spend more time in the office than I do, and will be in the company of the new recruit, more than I will. And they need to be happy.



## TAKE ACTION NOW!

Identify 3 people in your company that you don't feel are the right match for the Culture you want to create.

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

For each person, write down how you could deal with this.

Person 1:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Person 2:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

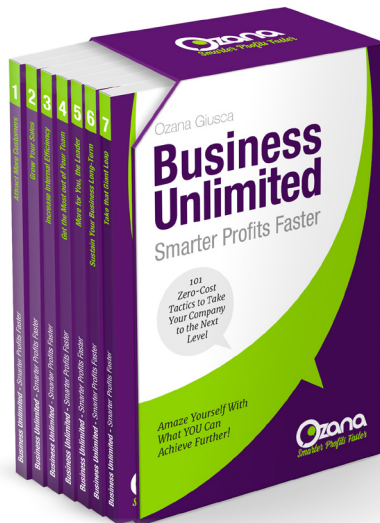
Person 3:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## About Ozana

*Known as the Smart Profits Accelerator, Ozana Giusca is a born entrepreneur who has run businesses in retail, fashion, consulting and technology. She was voted in the Top 100 Women in Tech in Silicon Valley and is an Amazon bestselling author. Ozana is the founder of Tooliers, the online platform with affordable high-end business growth tools, and creator of the Smart Business System™, which empowers new and established entrepreneurs to build their true Smart Business. She is a visiting lecturer and member of the Advisory Board at London's Cass Business School, where she received her MBA. Ozana has overcome bankruptcy twice. Today her mission is to empower entrepreneurs to make a difference in the world while achieving their personal and business objectives faster. Over the past three years, she has helped 100+ business owners to double and triple their profits.*



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