



Economic Engine

WE UNDERSTAND THAT THERE ARE TIMES IN THE GROWTH CYCLE OF A BUSINESS WHEN REVENUES GET STUCK OR EVEN GO BACKWARDS.

This is designed to help you understand precisely where those blockages are and provide you with the solution to clear them and start getting the revenues flowing again.



IT WAS JIM COLLINS, THE
AUTHOR OF “GOOD TO
GREAT” WHO TALKED ABOUT
THE ECONOMIC ENGINE IN
YOUR BUSINESS WHEN
HE DESCRIBED THE
“HEDGEHOG” CONCEPT.
LOOK IT UP AND READ
THE ENTIRE BOOK AS
ITS EXCELLENT.

At Tricres, we’ve taken a small part of this concept and worked it into a practical, easy-to-use model, which when applied to your business will help you identify where the blockages to the growth of your revenues lie.

We understand at Tricres that there are times in the growth cycle of a business when revenues get stuck or even go backwards.

The Economic Engine Model is designed to help you understand precisely where those blockages are and provide you with the solution to clear them and start getting the revenues flowing.

The Economic Engine Model also helps you understand where you can add further sources of revenue to your business and leverage what you’re already doing well.

WHY SHOULD I LEARN ABOUT THE ECONOMIC ENGINE?

If you're frustrated that your business isn't selling nearly as much as it could, then you need to study this.

If you suspect that something's not quite right with how sales are growing, or they grow a bit then fall back a bit, then you need to study this.

This model is also useful when working with your sales and operational teams. In fact, it's useful when working with anyone related to the following disciplines in your business:

- Sales, Business Development or Account Management
- Marketing - online and traditional
- Delivery, Operations or Production
- The Board of Directors
- Customer Services or Aftercare

You could go a step further and get all them in the room at once to go through this model - a neutral and well trained facilitator might well be useful in this instance (ask us at Tricres, because we're really good at that sort of thing).

Note

We say that the Board of Directors needs to be involved with this model because the Purpose, Vision and Mission, and Values of the business are agreed upon by them - once this is agreed upon and a strategy (posh word for plan) for delivery has been written and shared and understood (this last bit is very important), then you're good to go ahead and work on the rest of it.

The person who is responsible and accountable for sales definitely needs to be involved.

HERE ARE SOME THINGS YOU MIGHT BE SAYING TO YOURSELF OR YOUR TEAM RIGHT NOW THAT INDICATE ECONOMIC ENGINE IS WELL WORTH YOUR TIME AND TROUBLE TO GET TO GRIPS WITH AND IMPLEMENT:

1. We simply can't generate more sales
2. The sales team aren't working properly
3. No one seems to be buying our products or services
4. The market is really tough at the moment
5. Our competitors are doing something we're not
6. We used to be the best in our market and we don't know why we're not anymore
7. We need more revenues and fast

AN EXAMPLE OF QUESTIONS YOU MIGHT ASK YOURSELF IN ANY OF THOSE SITUATIONS:

1. How would generating more sales enable you to grow the business or enable you to do that you can't do now?
2. What's changed in the market place in recent times?
3. How has the business adapted to those changes?
4. How are you looking after your existing clients, especially when they're not buying?
5. What levels of revenues would you like and by when?
6. I could do some sales training, but am I sure that this is the real problem?

THE ECONOMIC ENGINE MODEL

HOW DOES YOUR
ECONOMIC ENGINE FLOW?



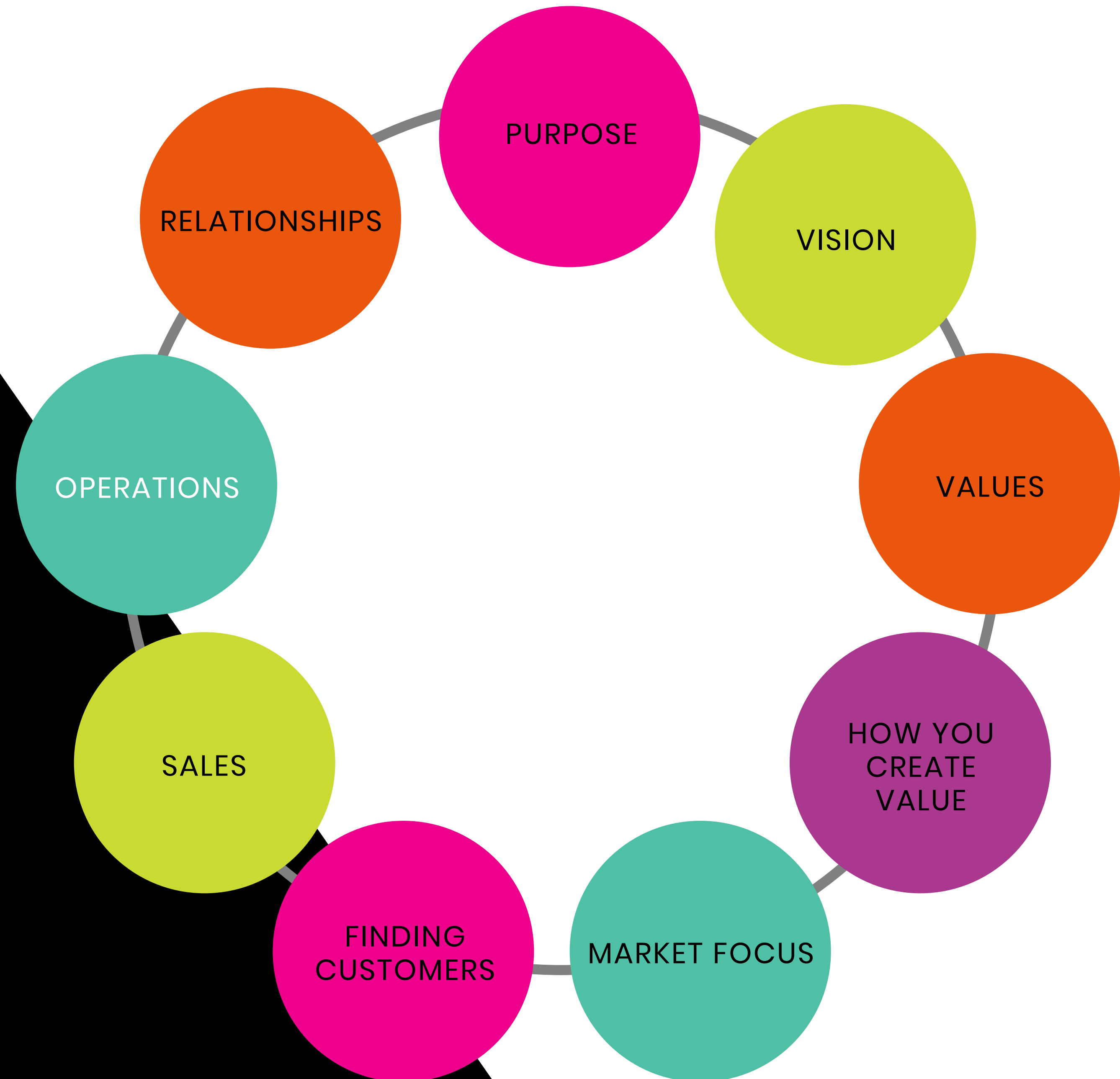
WELL?



OK?



NOT WELL?





HOW TO USE IT

Go through each module on the app and use the knowledge to implement the actions into your businesss.

At the end of each module, you'll take a quiz – it's fun!

You'll get points for completing each module which will add to you Fuel dashboard and Scalability dashboard.

Remember, working ON your business for 12 minutes a day is all it takes to learn and implement these essential tools.

The revenues are the fuel your business needs to grow.

IMPROVING YOUR ECONOMIC ENGINE

Each stage of the Economic Engine has a model associated with it, so once you have a score, tackle the weakest area first.

SPOKE ECONOMIC ENGINE	MODEL TO USE TO IMPROVE
PURPOSE	CULTURE AS A FOUNDATION FOR GROWTH
VISION & MISSION	CULTURE AS A FOUNDATION FOR GROWTH
VALUES	CULTURE AS A FOUNDATION FOR GROWTH, IDENTIFYING VALUES
HOW YOU CREATE VALUE	PRODUCT / SERVICE DECISION TOOL
MARKET FOCUS	POSITIONING GRID, CORE / SHOULDER, COMPETITOR ANALYSIS, ASSESSING ROUTES TO MARKET
FINDING CUSTOMERS	TRUST RELATIONSHIPS, CONSTRUCTIVE CONVERSATIONS
SALES	CONSTRUCTIVE CONVERSATIONS, TALENT PIPELINE
OPERATIONS	PLAYERS ON THE PITCH
RELATIONSHIPS	PLAYERS ON THE PITCH, CONSTRUCTIVE CONVERSATIONS, DEPTH OF RELATIONSHIP SCALE, ATOMS OF EXPECTATION

Enjoy!

People. Strategy. Revenues

When you're ready for some bespoke support contact us and we'll put you in touch with one of our highly skilled Tricres Partners.

Contact us at hello@tricres.com

