
PART 1 Understanding Your Business

PRODUCTS & CUSTOMERS

The Business Tune-Up with Barney Cohen

“Any intelligent fool can make things bigger, more complex, and more violent. It takes a touch of genius- and a lot of courage- to move in the right direction.”

E.F. SCHUMACHER

There are

3 BASIC
ELEMENTS

of your business,
and only three.

3

WHAT'S ABOUT TO HAPPEN

- ▶ We will answer the questions “What do you sell?” and “Who do you sell it to?”
- ▶ You will come away with a thorough understanding and written descriptions of your products
- ▶ You will know who your current customers are and who your next five customers will be
- ▶ You will build and learn how to use a 30-second Elevator Speech

PRODUCTS & CUSTOMERS: *Objectives*



“We’re going to deconstruct your business, so that we can look at each part and make sure that each individual piece is as good as it needs to be.”

THE BUSINESS TUNE-UP



3 ELEMENTS OF YOUR BUSINESS



- ▶ You, the business owner or decision maker
- ▶ Your product
- ▶ Your customers

3 ELEMENTS OF YOUR BUSINESS



- ▶ **You, the business owner or decision maker**
- ▶ Your product
- ▶ Your customers



3 ELEMENTS OF YOUR BUSINESS

- ▶ You, the business owner or decision maker
- ▶ **Your product**
- ▶ **Your customers**



WHY ARE WE TALKING ABOUT PRODUCTS & CUSTOMERS?

BIG IDEA

**BUSINESS IS EASY.
IT'S ONLY YOU THAT'S COMPLICATED.**

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SLOW DOWN!

*Don't make problems more complicated
than they really are.*

BIG IDEA

**BUSINESS IS EASY.
IT'S ONLY YOU THAT'S COMPLICATED.**

The Business Tune-Up with Barney Cohen



PRODUCTS

The Things That You Sell



There are

3 QUESTIONS

*I like to ask every business owner
when I first meet them.*

NO. 01

What do you sell?

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WHAT DO YOU SELL?

WHAT DO YOU SELL?



PURPLE BROCCOLI £8.40 KG MUSHROOM PARIS £4.40 KG CAULIFLOWER £3.20 EA
MUSHROOM FLAT £4.60 KG

LEEKs £2.50 KG GREEN COURGETTE £2.30 KG RED CABBAGE £0.70 KG
MOOLI £3.40 KG AUBERGINE £1.30 EA

PEPPER £1.20 EA MUSHROOM £4.00 KG



WHAT DO YOU SELL?

A silhouette of a person standing on a rocky shore with their arms raised in a 'V' shape, facing a bright sunset over the ocean. The person is centered in the frame, and the sun is directly behind them, creating a strong backlight effect. The sky is a gradient of light to dark grey, and the water shows some texture from waves.

WHAT DO YOU SELL?



WHAT DO YOU SELL?

WHAT DO YOU SELL?

- ▶ Many people don't know what they sell, or have a hard time clearly and concisely telling me what they sell
- ▶ If you want to increase sales, you have to be able to describe what it is you're selling in simple, easy-to-understand language

A QUICK TIP

You may need to group your products together into buckets, placing similar products into the same product group.

PRODUCT GROUPS

- ▶ Products may be bought one at a time, or all together in a “product package” or “product group”
- ▶ There is no right or wrong
- ▶ The key is **clarity** in knowing what you sell and how your customers buy it

DENTIST PRODUCT GROUPS

PREVENTION SERVICES

- ▶ Cleaning
- ▶ Exams
- ▶ X-Rays

REPAIR SERVICES

- ▶ Root canals
- ▶ Cavities
- ▶ Fillings

RECONSTRUCTION SERVICES

- ▶ Dental implants
- ▶ Teeth replacements
- ▶ Oral reconstruction

CHIROPRACTOR PRODUCT GROUPS

MASSAGE

- ▶ Full body
- ▶ Deep tissue
- ▶ Relaxation

ADJUSTMENTS

- ▶ Full body
- ▶ Back and neck
- ▶ Pain point

SUPPLEMENTS

- ▶ Vitamins
- ▶ Immunity boosters
- ▶ Pre-workout

A QUICK TIP

If you need help putting your products into “buckets”, get someone who is knowledgeable about your business to help you.



BARNEY'S RECORD SHOP

PRODUCTS & CUSTOMERS *For example...*

DO THE WORK
MAKE IT REAL



Know Your Products Worksheet

Business 360 with Barney Cohen

DEFINE YOUR PLAN

Module 2, Lesson 2 || Worksheet

Define your plan by answering the questions and writing down each answer in the boxes.

Question 1
What is the purpose of your plan?

Question 2
What is your end result?

Page 1

A large red arrow pointing downwards, overlaid on the worksheet content.

Step 1: List Your Products

Start by listing all of your products. That means every single thing that you sell.

My Products:

A large, empty rectangular box with a thin red border, intended for listing products. The box is currently blank and occupies the lower half of the page.

Step 2: Group Your Products

Decide if you need to group your products into Product groups, or “buckets.” If you do, then figure out what those buckets should be. Name each product group and then list all the products and services that go into it. If you need more buckets, copy this page or print it out again.

Product Group: _____

Step 3: Write Detailed Descriptions

Pick one of your product groups. Write a detailed description of that product group. Include everything you can think of. Repeat this step with each of your product groups.

Product Group: _____

Detailed Description:

Step 4: Write Concise Product Descriptions

Shorten each of your product descriptions to two to three clear, concise sentences. Include the things that are most important for a new customer to know about what you are selling. Eliminate all the jargon and use clear language that anyone can understand.

Product Group: _____

Short Description:

Make your product descriptions clear and

**REMOVE
ALL JARGON**

so your next customer knows what you sell.



Step 5: List Key Benefits

List the top three key benefits of each product group. What do your customers get from this product? How does it make their life better? What value does it offer?

Product Group: _____

Key Benefits:

1. _____

2. _____

3. _____

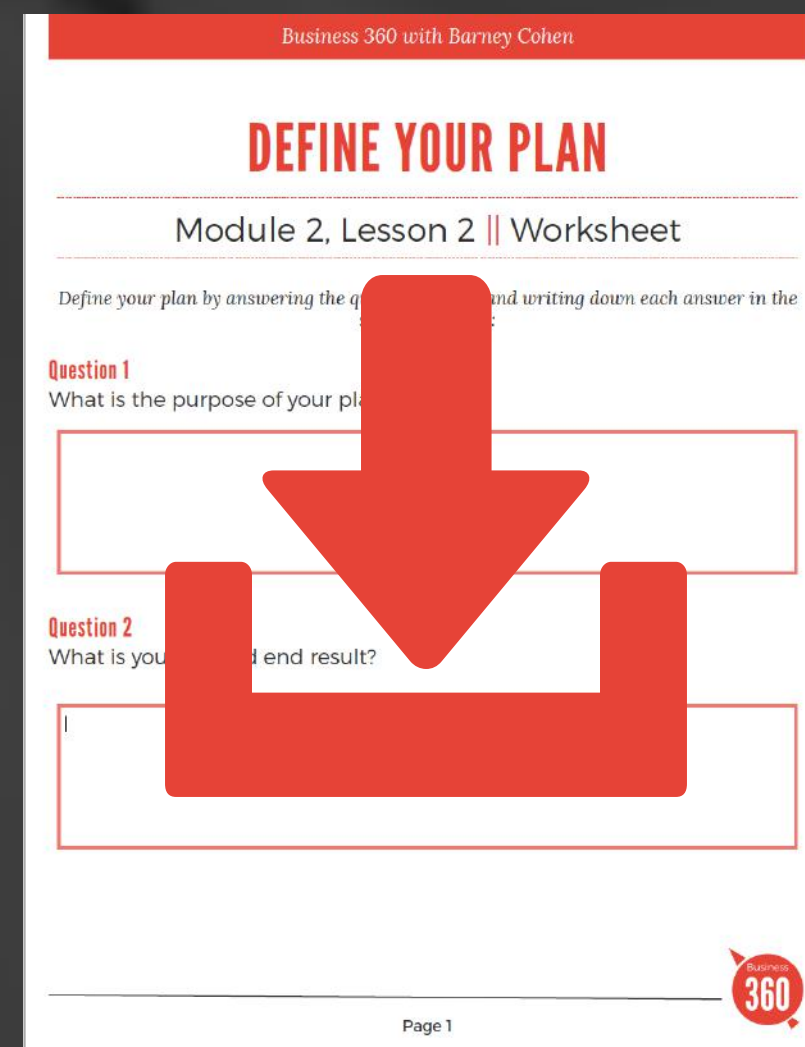
SLOW DOWN!

*Make time to do a “product tune-up” exercise
at least once a year.*

SWIPE
FILES



Barney's Record Shop
Know Your Products Worksheet



TUNE-UP CHALLENGE

Post one of your product descriptions on one of the Business Tune-Up online community groups and get feedback from me and your peers



A grayscale background image showing a hand holding a pen over a document with technical specifications. The document contains text such as 'mistura 6-10-10', 'mistura 20% N', 'mistura 40% N', 'mistura 60% N', 'mistura 80% N', 'mistura 100% N', 'mistura 120% N', 'mistura 140% N', 'mistura 160% N', 'mistura 180% N', 'mistura 200% N', 'mistura 220% N', 'mistura 240% N', 'mistura 260% N', 'mistura 280% N', 'mistura 300% N', 'mistura 320% N', 'mistura 340% N', 'mistura 360% N', 'mistura 380% N', 'mistura 400% N', 'mistura 420% N', 'mistura 440% N', 'mistura 460% N', 'mistura 480% N', 'mistura 500% N', 'mistura 520% N', 'mistura 540% N', 'mistura 560% N', 'mistura 580% N', 'mistura 600% N', 'mistura 620% N', 'mistura 640% N', 'mistura 660% N', 'mistura 680% N', 'mistura 700% N', 'mistura 720% N', 'mistura 740% N', 'mistura 760% N', 'mistura 780% N', 'mistura 800% N', 'mistura 820% N', 'mistura 840% N', 'mistura 860% N', 'mistura 880% N', 'mistura 900% N', 'mistura 920% N', 'mistura 940% N', 'mistura 960% N', 'mistura 980% N', 'mistura 1000% N'.

DEFINITION: TAKING WHAT YOU SELL
AND PUTTING IT INTO A PACKAGE
THAT YOUR CUSTOMER
CAN IDENTIFY WITH.

PRODUCTIZATION



PRODUCTIZATION



PRODUCTIZATION



PRODUCTIZATION



WHY DO I NEED TO PACKAGE MY PRODUCTS?

PRODUCT LIFE CYCLES

- ▶ Products must be nurtured
- ▶ Some products will last a long time. Some are trends and will fade away quickly
- ▶ You must examine your product and the environment to determine how much life is left for your product



BARNEY'S RECORD SHOP

PRODUCTS & CUSTOMERS *For example...*

PRODUCT LIFE CYCLES





PRODUCT LIFE CYCLES



CUSTOMERS

The Buyers You're Selling To



DEFINITION: WILLING BUYERS OF
YOUR PRODUCTS.

CUSTOMERS

NO. 02

Who are you selling to?

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CUSTOMERS

By understanding the dynamics of your customers you'll be able to:

- ▶ Make sure that your product meets their specific needs
- ▶ Deliver your product in a way that they like
- ▶ Identify potential customers and attract them



BARNEY'S RECORD SHOP

3-YEAR-PLAN *For example...*

DO THE WORK
MAKE IT REAL



My Customers Worksheets

Business 360 with Barney Cohen


DEFINE YOUR PLAN

Module 2, Lesson 2 || Worksheet

Define your plan by answering the questions and writing down each answer in the boxes.

Question 1
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Page 1 

Step 1: List Your Current Customers

Start by listing all of your current customers. These may be individual customers (like a company), or customer groups. If they are customer groups, describe each one.

My Current Customers:

1.

2.

3.

4.

5.

Step 2: Identify Your Next 5 Customers

Decide on the next five customers that you want to buy from you. These may be new individual customers (like a company), or new customer groups that you don't currently sell to.

My Next 5 Customers:

1.

2.

3.

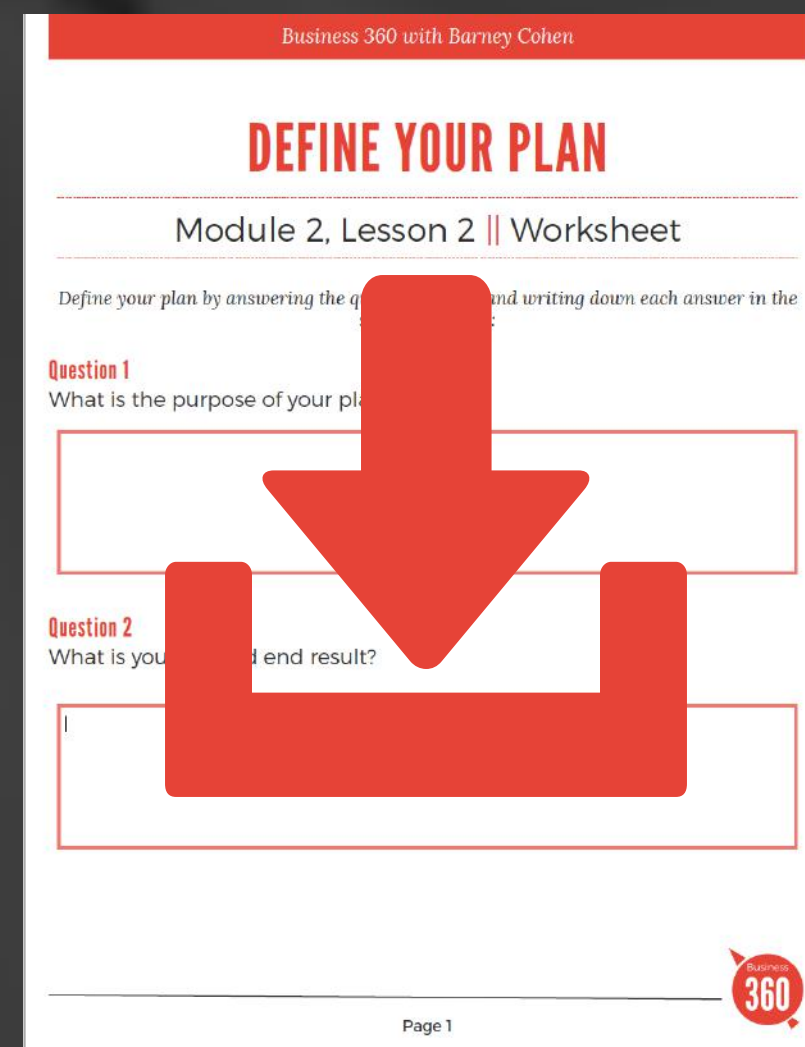
4.

5.

SWIPE
FILES



Barney's Record Shop
My Customers Worksheet





THE ELEVATOR SPEECH

Your Business in 30 Seconds



WHY DO I NEED AN ELEVATOR SPEECH?

*The purpose of your Elevator Speech is to be able
to clearly communicate:*

- 1) Who You are
&*
- 2) What You Sell*

THE BUSINESS TUNE-UP

PURPOSE OF AN ELEVATOR SPEECH

**PEOPLE THAT MIGHT
BE INTERESTED IN
YOUR PRODUCTS**

**PEOPLE WHO
PROBABLY AREN'T
INTERESTED IN
YOUR PRODUCTS**

3 PARTS OF AN ELEVATOR SPEECH

- ▶ What do you sell?
- ▶ What is unique or special about what you sell?
- ▶ What is your call to action?

How long should my elevator speech be?

10

9

80

7

6

5

4

3

2

1

ELEVATOR SPEECH



ELEVATOR SPEECH



SWIPE
FILES



Barney's Record Shop
Elevator Speech

Business 360 with Barney Cohen

DEFINE YOUR PLAN

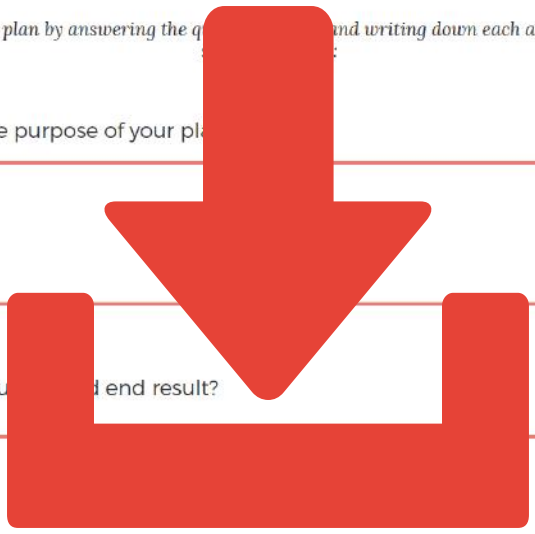
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A large red arrow pointing downwards, centered over the worksheet content. The arrow is thick and has a slight shadow.

*Hi, I'm Barney Cohen. I teach a business class called
the Business Tune-Up.*

*It's not an academic class. It's ten practical lessons
that I've learned from my life and experience in
business. Each lesson is something that you can take
away and immediately apply to your business.*

*If you take my class, together we can transform your
business into your perfect business.*

PART 1:
What You Sell

*Hi, I'm Barney Cohen. I teach a business class called
the Business Tune-Up.*

PART 2:
Why Its Special
or Unique

*It's not an academic class. It's ten practical lessons
that I've learned from my life and experience in
business. Each lesson is something that you can take
away and immediately apply to your business.*

PART 3:
Call to Action

*If you take my class, together we can transform your
business into your perfect business.*

RESOURCE GUIDES



Elevator Speech Worksheet

Business 360 with Barney Cohen

DEFINE YOUR PLAN


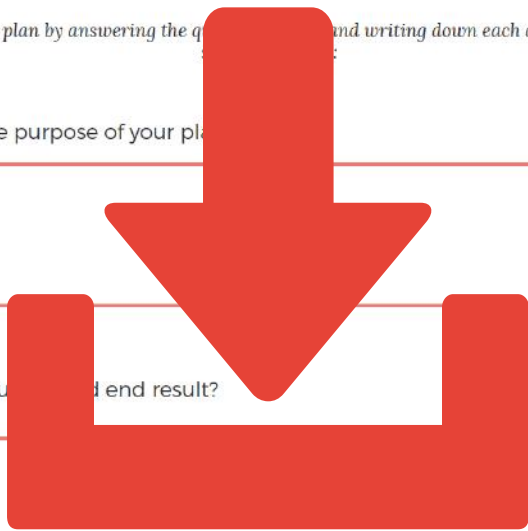
Module 2, Lesson 2 || Worksheet

Define your plan by answering the questions and writing down each answer in the boxes.

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Step 1: What do you sell?

List your various products in clear, concise language.

A large, empty rectangular box with a thin red border, occupying the lower two-thirds of the page. It is intended for the user to list their various products in clear, concise language as instructed in the text above.

Step 2: What is unique or special about what you sell?

Why would someone buy your product? What will they get? Refer to the key benefits for each product.

Step 3: What is your Call to Action?

What do you want the people hearing your elevator speech to do? What is their next step?



TUNE-UP CHALLENGE

Give your elevator speech to three friends or colleagues and get their feedback. Ask them to say back to you what you sell, why it's valuable or unique, and why people might want to buy it.



WHAT JUST HAPPENED

- ▶ You know exactly what you sell and who you sell it to
- ▶ You have written descriptions and key benefit lists for each product that you sell
- ▶ You have a list of all of your current customers and you have identified the next five potential customers or customer groups that you would like to sell to
- ▶ You have a clear, concise 30-second Elevator Speech that you can confidently use



START NOW  **SEE RESULTS**

BIG IDEA

**BUSINESS IS EASY.
IT'S YOU THAT'S COMPLICATED.**

The Business Tune-Up with Barney Cohen



RECOMMENDED READING

- ▶ **What the Dog Saw**
by Malcolm Gladwell
- ▶ **The Starbucks Experience**
by Joseph A. Michelli
- ▶ **The Nordstrom Way: The Inside Story of America's #1 Customer Service Company**
by Robert Spector & Patrick McCarthy
- ▶ **Give Your Elevator Speech a Lift!**
by Lorraine Howell
- ▶ **Hooked: How to Build Habit-Forming Products**
by Nir Eval & Ryal Hoover