

## ***BOB PROSEN SOUNDS OFF***

### **Essential Messages of *Kiss Theory Good Bye***

*Kiss Theory Good Bye* is built on five essential principles for profitability and success. Here's how Bob Prosen sees the most important lessons that he teaches about each of the five principles:

#### **Principle One: *Superior Leadership***

When it comes to execution, driving a culture of accountability is the most important thing a leader can do. The focus should be on results, not activities – and then tie rewards directly to results. As cold as this sounds: Don't worry how hard people work, concentrate on what they get done.

“Also, be willing to hire people smarter than you. If someone convinces you that your CFO needs to turn data into information to allow quicker, better, decisions, the CFO isn't going to be able to do that if they're not smarter than you in their area. And the sales head must know sales and marketing strategy so much better than you that you don't have to worry about making the top line.

#### **Principle Two: *Sales Effectiveness***

“Continue to create new, profitable customers for life. That's what you want, and you want a lot of them. Don't just live off your existing customer base. When you peel it all away, four things matter: How many of your salespeople are on quota today? What are you doing about the people who are not making their quota? How many new customers have you added and how much are you increasing sales to your existing customers? You have to look not only at the top line but at the activities of the people who *aren't* helping you make the top line.”

### **Principle Three: *Operational Excellence***

“You have to know your cost structure – and be able to disaggregate it. A lot of companies struggle with this: The minute they start to combine numbers, they lose visibility into the discrete parts of their business. Ultimately, of course, you have to aggregate your results because you need final numbers. But you need to look at your cost structure by product, line of business, geography and sometimes by client to see how each part of the business is performing.

“Also, I strongly recommend using a defined quality improvement process to reduce rework and improve operating efficiencies. Start by training your people then rigorously employ those tools where operating efficiencies can improve the most. Done correctly, you can increase your margins by reducing waste and increasing customer satisfaction if you truly use these tools every day in your business.”

### **Principle Four: *Financial Management***

“This is pretty simple: Turn your data into information. Why? Because leaders need to make faster, better decisions. And the best way they can do that is if they have accurate and timely information, not just data.”

### **Principle Five: *Customer Loyalty***

“If you don’t keep your customers truly loyal – not simply satisfied – then all you’re doing is churning your client base. If you can keep them, then a few great things happen to your company. You can grow your share of customer, sell them more; and, second, the accuracy of your business forecast improves. You can project revenue with confidence instead of wondering who’s going to buy and when. Finally, loyal customers provide quality references and testimonials”

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(Taken from ***Kiss Theory Good Bye: Five Proven Ways to Get Extraordinary Results in Any Company*** by Bob Prosen - Gold Pen Publishing, August 2006)