



# **Growing in Business II (Manual)**

**Рост в бизнесе (Руководство)**

**Becoming B2B Empire Q&A**

**By:**

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## Introduction:

Our ceo during his service term has received Many Questions from several Partners that are interested in growing their own business to a less hectic and more secure and stable growth level. Accordingly, we found some answers as very important keys that we like to share with you all and help you all to make it a helping factor for your success story as well.

## Assumption:

- If I am Very Good in Sales (Planning, Execution, Follow-up with speed),
- If I have the Smart-G4 Gear and Power..
- If I do not Have Huge initial Capital

## Q. What shall I do to become (Trade Empire) and decrease my Headache, my Expenses and Increase my Net Profit?

### A. To do that you must take the following face lift steps:

- a) Stop Any Installation Services while giving it all to other Installation partners that are good in installation, but not good in sales)**
  - You have to understand that they will serve your clients good only if you continue giving them a flow of business proportional to their manpower ability
  - You must still make sure that they give you weekly updates and target accomplishment
  - The installation contracts must be direct between them and client to cancel this part of liability from your side
  - You must train them on how to up-sell to maximize their profit and to let them get the taste of good income. So they would apply your systems in their other own projects also
- b) Create a Base of Trained Installers for Different Areas
- c) Continue as B2C for Maximum of 6Months while also working mainly on B2B target to migrate totally to that direction soon once B2B kicks off nicely.
- d) Concentrate on B2B and Enjoy growing stable Farming then expand with same model to next city, then country until you become a big B2B Distribution and trading Empire that finds products and ideas for all your network of Businesses.





## Q. What manpower structure I should Establish to reach the Target?

**A.** You must cover all parts and sectors evenly so you get maximum coverage and branding at same time (Creating Demand, Using Allies):

So in order to create many B2B allies, you must hire or better to associate with the accurate Hunters

1 – Need “**Lifestyle BDM**” Associate.

**Job Targets** is concentrating and building B2B relation with Interior Designers, Hoteliers, Architects, Furniture and Kitchen Luxury showrooms++

2 – Need “**Mass Development BDM**” Associate.

**Job Targets** is concentrating and building B2B relation with Real estate Developers, and Mass Builders, Big Contracts. (Mass Villas, Mass Apartments)

3 – Need “**Technical Industries BDM**” Associate.

**Job Targets** is concentrating and building B2B relation with IT companies, Telecom Installers, CCTV and Security, PA and AV installers, Cell phone shops, Tech. hardware major stores

4 – Need “**Building Industry BDM**” Associate.

**Job Targets** is concentrating and building B2B relation with Small to Medium Contractors, Electricians, Central Air-conditioning installers++



## Q. What Sectors I can Target as B2B with Smart-G4?

**A.** You can target any sector you like, but you must understand that perfection and simplicity is the key.

- 1- To reach perfection, you need to give it enough preparing, studying, thinking and follow-up time.
- 2- To reach simplicity, you must exhibit your case/Offer in a way that is not debatable at all and tease the other businessman to take it to next level with interest. (Must present and strike within less than 2 minutes) to reach the Excitement point. Then I can call it start of business trigger.
- 3- Always Show true Facts that are important like:
  - a) Business Strength of the one you are meeting with (Study his industry well)
  - b) Alerts or weakness of the one you are meeting with in polite constructive way (Note: Must be accurate and never execrated)
  - c) Business Opportunity to work with you (Utilizing his available resources without any extra major expenditure)

To assist you in making thinking and brain storming example, I am attaching a sample swat analysis that would give you an idea on how to list strength and weaknesses, before you offer your opportunity. This is done based on

### SWAT ANALYSIS

INDUSTRY	STRENGTHS	WEAKNESSES
CCTV INDUSTRY	Home owners come to them	Low margin in their products
	Security Advisor / Act as Consultant	High competition in market
	Good technical team and installers	Their team are Not programmers
	Know how to pull cables and install	
	Team ready	
	Showroom ready	
	Trusted Network	





<b>IT INDUSTRY</b>	up to date in technology	Low margins
	Know how to pull data cables and Network infrastructures	competition very high
	know how to install software and programs with Programming abilities	Wifi took Most of LAN work
	they use cat5 and cat6 well	Branded PC/Laptops disintegrated assembly of PC
	they have Technical team ready	Most software are auto-install
	they have shop /Show room Ready	
	Some are in V. good location	
	they have lots of office clients good customer base	
<b>MOBILE INDUSTRY</b>	too much traffic to their shops	many shops around
	customer comes direct to them	margins are small
	good locations mostly	lots of technology
	shops ready, space ready to display new product	not enough ideas with good margins
	They like and understand latest technology	
	Mostly young people come to them from many mix nationalities	
	they have staff who knows how to install software into mobile, and know how to sell ideas as consultants	
<b>LIGHTING INDUSTRY</b>	They created good Brands	Competition is high
	Sell and Handle Big range of products	Margin is lesser
	Huge contacts / thousands of clientele	Clients are requiring more technologies
	Deals on cash mainly	Mostly they don't know how to install nor how to cable
	Fast moving goods / products are a must	Mostly sthey don't know how to program
	showroom availability	
	Some are lighting designers / consultants	
	Have network ready and available	
	don't like headache / like supply only	
	they don't like to cable nor programs	



<b>AIR CONDITIONING</b>	Clients network available	Not good in technology
	They are good installers, Electricians	not good in programming
	HVAC is a must in every Buildings	Thermostats are ugly
		Central Ac do not have easy remotes
		Clients ask them for technology
<b>INTERIOR DESIGNER</b>	Rich clients come to use their service	Afraid from Electrical
	hotels come to them	Finishes and colors variety for wall panels
	lifestyle people come to them	they love but don't know technology deeply
	They are innovative and appreciate new ideas	they don't know how to design the automation system
	good reputation	They did not find simple system to serve different clients and ages
	good client base	Wall Agony, Many switches and shapes on the wall
	good supplier base	
<b>CURTAIN INDUSTRY</b>	Must in every house	not technology savvy
	they have good clientele	Clients always ask them for technology
	good name or brands	
<b>KITCHEN / FURNITURE INDUSTRY</b>	Location	no technology
	Selection of beautiful pcs. and products	no system design ability
	good clientele base	
	Staff are ready / knows simple installation	not utilizing the available space & brand
	ready space in their showroom	need to create new ideas to stand from competition
	Mostly good locations	



<b>LANDSCAPING CONTRACTOR</b>	many people with gardens & villa need them	there is competition but not high
	they have simple installation team	they only use timers
	they are diversified (pool, lights ++, hardscape)	many owners ask them for light control,
	deal with high class people	control music by phone and remote
	they don't like to be involved with tech	They use technology but not ultimate
	margins are good	

<b>Some Main G4 ADVANTAGES</b>
Easy in installation
Simple wiring
Open Topology / Not limited
Open Protocol
Well Priced yet with big margin for partners
Branding build up/ Strong and fastest in Marketing
Availability of Stocks
Availability of support (manuals, websites, support center)
Source codes open: Like full websites, source codes, Protocols, and other..
ability to control by smart phones, locally and remotely
Help the Partner to stand away from competition
Install in minutes and program in seconds
All solution is a simple Plug and Play
Saves Time, money and energy
Available in bothe wired and wireless and mixed.

