

**SIMPLE CHANGES
THAT GUARANTEE **SUCCESS**
IN BUSINESS**



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A note from me (Ryan).

I have purposely kept this book short and simple. It focuses on three of what I feel are the most powerful ways to increase your success in business.

Purpose, Exceeding Customer Expectations, and Marketing & Promotion.

"If you have more than 3 priorities, then you don't have any." - Jim Collins

While reading this book, make sure you don't read past a word you do not fully understand. If you come across a word you do not know the meaning of, rather than reading on, and not grasping all of the information, look the word up in the dictionary, and make sure you understand it before reading on.

Introduction

I have been an entrepreneur my *entire* working Career. I co-founded Yo Telecom when I was just nineteen years old. Four years later we're in 2017, and we have grown to employ around 60, purpose driven staff members that are dedicated to helping Yo achieve its goals. We now turnover just short of £6,000,000 per year, and that is growing by the day. I have personally gathered a lot of knowledge in the last four years, including one-to-one advice from an American businessman who just sold his company for \$21,000,000,000 (yes, that's twenty-one billion dollars). If you can take something from this book and use it to increase your success, I'd have achieved one of my purposes.

In this short book, I'm going to give you three simple (and practical) ways in which you can increase the success of your business. I have personally helped hundreds of businesses increase their success in many ways, and the tips I'm going to give you in this book are based on research studies conducted by people across the world, what has worked on me as a customer, and things I have learnt and used in my business – Yo Telecom – that will also work for your business.

It is my purpose to increase the success of your business. Write to me at ryan@yotelecom.co.uk and let me know how you get on with this. Good luck!



Ryan O'Carroll
Founder and CEO of Yo Telecom

Purpose

What is Purpose? Is it really possible that purpose can help any business or individual expand and help more people? Does purpose give people more motivation? How do you make a purpose? We'll look at all of these questions and uncover how such a simple thing - purpose - will help you and your team achieve greatness.

What is Purpose? Purpose is the *why* behind what is being done. It's usually, a short and memorable statement of why you're doing, what your doing. Purpose is used by all of the biggest and best companies in the world to fuel expansion and achieve greatness. A good purpose will be in align with the interests of the owners of a business, investors, the team, and their customers. Purpose acts as a driving force for people taking action and becoming, and remaining motivated to lead, work, buy, communicate, recruit and do whatever it is the individual or organisation does. When the purpose is good, and it's taken on board, well known and being driven by every one of the people involved (listed above), the result is a team of people motivated by much more than money, who are motivated by duty and responsibility to do what they're doing. The team motivated by purpose will get things done fast and to a high standard.

A WELL FORMULATED AND WELL KNOWN PURPOSE IS NEEDED FOR AN INDIVIDUAL, GROUP OR ORGANISATION TO EXPAND AT A GREAT RATE.

When you are formulating your purpose statement, I recommend you look beyond just you, beyond your team, beyond your customers and create a purpose that anyone could look at and say, "Wow that's a good purpose, that's a great company, and I'd love to help and support that purpose."

Why do you deliver your product or service? Why does doing what you do help the world? Or your country? Or your area? Or your customers? Etc. Find out the *why!*

It's my opinion that the further-reaching you can make your organisations purpose, the more driving force (motivation) it'll have behind you, your team, your customers and the rest of the world.

I have felt emotions far above exhilaration that are the result of having an incredible purpose. And if you can inspire those emotions into not only yourself, but your team, your customers, and the world at large, you will have behind you fuel with more power than the fuel that first took Man to the moon.

Examples of Purpose

STARBUCKS

“To inspire and nurture the human spirit – one person, one cup and one neighbourhood at a time.”

APPLE

“To make a contribution to the world by making tools for the mind that advance humankind.” - Steve Jobs

BUPA

“Helping people live longer, healthier, happier lives.”

NIKE

“To bring inspiration and innovation to every athlete in the world.”*

*Everyone with a body is an Athlete.

FERRARI

“Ferrari, Italian Excellence that makes the world dream.”

RITZ CARLTON HOTELS

“The Ritz-Carlton experience enlivens the senses, instils well-being, and fulfils even the unexpressed wishes and needs of our guests.”

VIRGIN ATLANTIC AIRLINES

“To embrace the human spirit and let it fly.”

TONI & GUY

“To grow the best, most profitable hairdressing company on the planet where people love to work and clients love to be.”

NANDO’S

“To simply create memorable experiences for everyone who has a bit (or a lot) of Nando’s in their life – our customers, communities, founders and suppliers.”

All of these companies have some things in common. They all have expanded fast and to great sizes. They all make a great difference to the world, although in very different ways. They all have passionate staff that work for more than a paycheck. They all have customers coming back for more. They all have an inspiring and uplifting purpose, no matter who reads it.

Purpose Assignment 1: Create an inspiring purpose for your company. (It's a good idea to jot down a few different ones and ask your customers, staff, and anyone else which one they like best and why. You're more than welcome to email me for my advice - ryan@yotelecom.co.uk)

Purpose Assignment 2: Choose one purpose, and get it well known by everyone you possibly can - your staff, your customers, your partners, everyone. Print it in a nice frame and put it up on the wall, put it on your website, put it on your email footer. Get it known, and use it to inspire people.

Bonus Purpose Tip: There are many books which cover the subject of purpose. I highly recommended you read *Delivering Happiness: A path to profits, passion and purpose*. Written by Tony Hsieh.

"When you walk with purpose, you collide with destiny"
- Bertice Berry

Exceeding Customer Expectations

There's something well known in business - "Fair Exchange", also known as "Meeting Customer Expectations". This is where you buy something, and you get exactly what you bought. Nothing more, nothing less.

If you work on the basis of fair exchange, you'll get by. If you do less than fair exchange, you'll likely fail in business sooner or later. But, there is something better than fair exchange and merely meeting customer expectations. Something that guarantees expansion. Let's have a look at the different types of exchange, and what the outcomes of each one are.

The Four Types of Exchange

1. The first type of exchange is what's known as thievery. Here the organisation or person has shattered the expectations of the customer. Here, a person or organisation takes, but gives nothing back in exchange. You've heard those stories where people pay for holidays, fly out to the hotel and there is nothing there. They have been straight up conned. This type of exchange will make people want to kill you, literally.
2. The second type of exchange is when a person or organisation sells something and delivers a kind of half done service or half working product. This is known as not meeting customer expectations. The result is an unhappy customer, who likely won't come back. Example, you take your car for a wash, and get back and realise that the inside of the windows haven't been cleaned and they didn't Hoover the rear carpets. This type of exchange, if not corrected by the company, will put it out of business, although it may be slow.

3. The third type of exchange is fair exchange. This is what most businesses operate on. It'll get you by, but it doesn't guarantee or create great expansion. Example, someone books a hotel room, and they get exactly what they paid for. No more, no less.

4. The last type of exchange is very desirable and a necessity if you wish to expand your business or increase your success. It's more than fair exchange. It's where you get noticeably more than you paid for. This is where the business exceeds the expectations of the customer.

Here are some examples of great experiences I've had with this type of exchange where the customer expectations are exceeded.

One of the best for me was when I had a Haircut and Hot Towel Shave at Haks Oscar on Kings Road, Chelsea. I have told this story and experience and highly recommended people to go there at least 50 times. So I'd driven past this place a bunch of times and it looks really nice from the outside. So I decided to book in and go there for a Haircut and Hot Towel Shave. I arrived and was immediately offered a wide range of drinks ranging from spirits, to beers, to whatever I want (exceeding my expectations). I don't drink so I just had a sparkling water. Not only did they give me a very nice bottle of sparkling water, they also gave it to me in a very nice glass with ice (exceeding the already exceeded expectations). Then, I sat down to have my haircut, and whilst doing so, a very nice lady came and said she was going to give me a complimentary manicure. I'd never had one before, but away she went, clipping and cleaning up my nails (by this point my expectations had been exceeded so much I was literally blown away. I didn't think it could get any better). Anyway, that finishes, the haircut finishes, now I'm getting ready for my hot towel shave. But no, they have another surprise in stock for me. A 15 minute complimentary shoulder, arm, and hand massage while we wait for a complimentary face cream or mask to set and do its thing. (By this point I was wondering to myself - is it even possible to get this blown away and amazed? This is *incredible* service. These people are genius.) I then had the hot towel shave which was also done to a very high standard. The price of this haircut and shave was £90. Between 5-10 times the average

price - I would assume. What happened next, was what guarantees this company's expansion and success by applying this simple, yet powerful business tactic of exceeding customer expectations. I walked out of the barber shop, with a giant grin on my face, feeling like the king of Kings Road, Chelsea. I pulled out my iPhone, and in a state of utter exhilaration called my Dad, my Brother, and my Business Partner and told them "You have to book and go to this barbershop! I am totally blown away and you're going to love it! ... (and explained all about it)."

Do you know how *powerful* that word of mouth is?

I've got my haircut at loads of places before. And paid way less than Haks Oscar charge. And I've been happy, but my expectations were only met, and not exceeded, and I didn't recommended a single soul go to any of these other barbers shops. But on comparison, I went to Haks Oscar and paid way above average for a gents cut and shave, and had my expectations exceeded and as a result I instantly phoned and recommended it to three super close people to me, plus to this day suggested to around 50 people to go there.

You *have* to start exceeding your customers' expectations! Now.

Think it's expensive? You should see what it costs you in lost opportunity not doing it.

So that's one way. Here are some others I've experienced:

1. Being given a complimentary drink and freshly baked cookie when checking into a hotel.
2. Getting your hotel room upgraded complimentary upon check in.
3. Getting a little paper bag with complimentary bananas, waters and yogurt left outside your hotel room in the morning to help you start the day well.

4. Ordering a small fries at Five Guys, and getting a paper bag filled with enough fries to feed a small family.
5. Getting your drink re-filled at a restaurant without having to ask for it.
6. Getting personal, meaningful recommendations and stories from your waitress or waiter.
7. Getting given a complimentary fruit bowl after a meal.
8. While waiting for the dentist being given an iPad to play around on, with complimentary WiFi, plus a coffee or drink.
9. Taking your broken iPhone into Apple when it's out of warranty and being told they'll fix it anyway.
10. Buying an iPhone from Apple and getting guidance and help on setting it up, there and then - in store.
11. Going to your dentist, and having your car washed and vacuumed whilst in surgery as part of your service.

At Yo Telecom exceeding expectations is something we work really hard on. And you should too.

Exceeding Expectations Assignment 1: Write down honestly which type of exchange type your company has been operating on.

Exceeding Expectations Assignment 2: Write down many ideas you can get for exceeding the expectations of your customers.

Exceeding Expectations Assignment 3: Ask your customers what you could do to exceed their expectations. Note their answers below.

Exceeding Expectations Assignment 4. Decide which methods you're going to use. Get your team on board with this principle and putting into action the ideas you've decided on!

Bonus Exceeding Expectations Tip: Every time you buy something and get your expectations exceeded, note it down in, and work out how you can use it or adapt it to work in your business.

Marketing & Promotion

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irstly I'm going to define what each of these is, so you're clear on what's what.

Marketing: the action or business of promoting and selling a product or service.

Promotion: Getting something known so as to increase sales or public awareness.

So marketing is more of a broad term that covers a wide range of activities that help promote and sell something.

Promotion is the action of getting something out there and known by people.

Promotion - the outward flow of something - will create an inward flow of interest or money for that thing. Fact.

Whenever I want to increase sales at Yo Telecom, the surefire way to do it is to increase the amount of promotion - ads on Google, radio adverts, outbound telemarketing calls, outbound direct mail marketing, outbound email marketing, etc. And the result is always a flow back toward us of interest that turns into money.

What I explained above has never failed me.

This does not mean you can promote random junk. As there is something else at play. The thing being promoted - the solution to the problem that your prospects have - must be easily understood and it must be real to the person reading it and make them *want* what you are offering.

If you can find that problem or that solution, that really resonates with your prospects or clients and you can find the line of communication to your prospect or customer - whether it be on Google, over the phone, by email, by letter, on social media, or whatever, and you use the tools necessary to get that message to many people (promote it) who have or are capable of buying from you, you will see a return on that.

It is also best to try and target one problem or solution in your promotional pieces. Rather than peppering prospects and customers about many different problems or solutions in one promotional piece, split them up.

Trust me on this, I have done it over, and over, and over again. Over the last 30 days alone we have made contact with prospects 220,000 times through different methods of promotion. And all that outward flow of promotion results in money coming back in the other way.

Marketing & Promotion Assignment 1. Choose one product or service you'd like to increase sales on. Write a simple message which catches the attention of your prospect or customer, and promotes to that person a problem and / or solution. And give them clear instruction how they can get it, or find out more.

Marketing & Promotion Assignment 2. Work out how you are going to get this message out to your prospects or customers. Google Ads? Email? Phone call? Letter? Social media? And put energy into actually making this promotion happen.

Bonus Marketing & Promotion Tip: Track where the of business comes from, and spend more time, money and energy with that method.

Bonus Marketing & Promotion Tip 2: Keep copies of promotional pieces that catch your attention. And when you come to design and write your promotions, use the pieces that worked on you for inspiration.

Bonus Marketing & Promotion Tip 3: I like to learn from the best in the business. If you want to know more about promotion (specifically how to structure it) I recommend you read *Ogilvy on Advertising*. Written by David Ogilvy.

“If you ever have the good fortune to create a great advertising campaign, you will soon see another company steal it. This is irritating, but don’t let it worry you; nobody has ever built a brand by imitating somebody else’s advertising.” - David Ogilvy

Further Help With Your Success

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lease put the above principles into practice into your business. And do it now, don't wait on it! If you get stuck and need help, just drop me an email - ryan@yotelecom.co.uk

As well as the three powerful tools to increase the success of your business I just gave you. Have a look at these three...

Yo Telecom's purpose is to increase the success of businesses. We have had great success in accomplishing this purpose by bringing businesses into the 21st century with their communications (Phone and / or WiFi Systems). Here are some unique solutions that help businesses succeed.

1. CALL LOGGING

The Problem: The average business misses seven calls per day. The reasons for missed calls vary from being busy on the phone, to being busy helping clients, to the business being closed. With the continued growth of the internet, it is becoming increasingly easy for your clients to find alternatives to your business when you're not there to answer their calls. And this leads to huge losses in revenue for most businesses.

The Solution: Yo Telecom's Call Logging provides instant notification of missed calls. You can choose to be notified through the handset, through your mobile device or tablet, or even on your computer. And you'll get the phone number, and exact date and time of the missed call. Plus, if you have the callers name and number saved in a database, it will even show you their name. So you can call back, and turn that missed opportunity into a happy client and increased revenue for your business.

2. CALL RECORDING

The Problem: Training staff how to best communicate with clients and partners over the phone can be tough. And monitoring and ensuring a high level of staff performance can be even harder. The effect of that is that staff could be costing your business thousands of pounds. By either not being effective at making the most of the opportunities they face on the phone, or upsetting customers by not communicating well.

The Solution: Yo Telecom's Call Recording enables you to listen back to all inbound and outbound calls. You can spot-check and ensure that staff are communicating well over the phone, and whenever you find any mistakes, it's easy to play the call back to the staff member, and by listening to their conversation and with a little guidance, you can help them improve.

3. WIFI DATA CAPTURE & EMAIL MARKETING

The Problem: You need to increase your monthly revenue. (This solution applies if you run a business in which the clients come to your building to buy your product or service, such as a dental practice, hair salon, restaurant, hotel, etc.)

The Solution: Yo Telecom's WiFi Data Capture offers a free WiFi login to your customers. But this isn't your regular WiFi that just asks for a password - oh no.

Rather than causing inconvenience for everyone involved by having a password on your WiFi, this revolutionary product lets people log into your WiFi through your very own personal, beautifully designed login page. It'll give them options to log in through their social media or with their email address. Each time someone logs in it captures valuable data such as their name, email address, gender, date of birth etc. As well as prompting your clients to connect with your social media (like Facebook). Lastly, it can show a short, simple marketing message to them,

such as: “Re-book for your next haircut today and get a complimentary luxury hair treatment on your next appointment.”

So over time, Yo’s WiFi Data Capture will collect thousands of contacts, which are automatically sent into one of the world’s most powerful email marketing platforms - Mailchimp.com. You can then set-up regular weekly or monthly promotional emails to go out to your clients, keeping your brand in their mind, and keeping them coming back more, and coming back sooner. You can also do thoughtful, high impact promotion like automatic birthday gifts. Harrod’s do this on my birthday every year. It’s super nice to get a birthday card with 10% off. Plus it usually makes me go in as you can’t get 10% off any other week of the year.

Oh, and I forgot to mention - the email marketing is free for up to 12,000 emails per month!

Could a Yo Phone or WiFi System help you?

If you think any of these three solutions could help you with the success of your business, give us a call and tell us how. If we feel we can really help your business, we’ll try our best to make some time to come and see you to find out your plans and work out how we can help you achieve your goals and purposes.

Our phone number is 02381103195.

Yours Sincerely,

A handwritten signature in black ink that reads "Ryan O'Carroll". The signature is written in a cursive, flowing style with large, connected letters.

Ryan O’Carroll
Founder and CEO of Yo Telecom