

System Builder™ Factsheet

Why Use System Builder?

Quite simply, it will help you to revolutionise your business, your results, and most importantly, your life. It takes the message of Michael Gerber's revolutionary book *The E Myth Revisited*, and gives you a practical framework and software base to easily apply that message in your business - now!

[By the way, if you haven't read Gerber's book we strongly recommend that you do; let us know if you want us to forward a copy to you.]

Oh, and *System Builder* is the only tool of its type available anywhere in the world.

Increased Business Value

Increase the value of your business.... by 86.77%

Research recently carried out in Sheffield, by a national group of Accountants, shows that business owners - people just like you and me - would be willing to pay a staggering 86.77% more to buy a business which differs from its rivals in one crucial way.

And that same critical factor could increase the value of your business (probably one of your biggest and most important assets) by many tens - and perhaps even many hundreds - of thousands of pounds.

So what is that one critical factor?

According to research, the key to making a business more valuable is making it less dependent on you the business owner, and more dependent on systems - so that when you eventually come to sell your business it works just as well for the buyer without you, as it ever did with you.

In other words, the key is to create a business where:

- everybody knows how to do everything to the same high standard you would do it yourself, so that
- you the owner no longer have to do it (unless you wish to, of course) and so that you the owner (and all future owners) can
- choose when to work
- choose how long to work
- choose what work to do

instead of the business always dictating those things to you.

Put simply, making all of this happen means defining systems that catalogue everything you know about running your business. Systems that your team can then use over and over again to do their jobs, and yours, perfectly, every single time.

No Plan to Sell Up?

That means you benefit personally, as you will see, and your business too - especially if you plan to either expand rapidly or sell franchise rights!

System Builder gives you all the tools and systems you need to transform your business so that it works perfectly every single time, even when you aren't there.

Not only will *System Builder* allow you to work **on** your business instead of **in** it. But it will also give you the freedom to choose when and how much to work, and help you create the time you need for other things that are important in your life - like family, friends, hobbies, and looking after your health.

And every single system can be accessed from any computer anywhere in your business, in a fraction of a second, using the unique *System Builder* software that we provide. So every single system you need will be instantly available to every single person in your business, every single time they need it - which is why it all works so brilliantly!

Here's a quick overview of the systems you will find:

Leadership – helps you work out where you want the business to go – and what you, as a leader, need to do to make sure it gets there.

Marketing - systems that grow your business quickly, easily and profitably.

Customers – systems that ensure you give sensational customer service, and stand head and shoulders above your competitors.

People – systems to recruit, train, manage, motivate and keep a great team.

Finance – systems that give the best possible collection of monies due to you, and the key information you need – so that you make better decisions, and get better results than ever before.

Operational – for obvious reasons you'll have to define your own systems here – but by following the implementation programme outlined below you'll create a fantastic tool for your business.

Administration – systems that make the day to day tasks work perfectly.

The Implementation Process

This is where it gets interesting. You can have *System Builder* in your business absolutely FREE for two months! We want that experience to be as valuable to you as possible, regardless of the outcome, so it will be much more than just a software trial.

Let me explain what will happen:

- ✓ We'll work with you to map out your organisation chart to define your company structure
- ✓ You should then create a list of duties and responsibilities for each role within the company
- ✓ You'll then need to prioritise the lists so the most important duties are systemised first
- ✓ At this point we'll come and load the software across your system ready for your two months FREE trial, and at the same deliver a systems presentation and *System Builder* training session to your key people so that they are ALL on board with the power of systems and ready to use the software.
- ✓ You'll then give them their responsibility and duty list, with deadlines to complete 2 –4 of the most important systems during the month. These systems can be printed off so that you'll have a permanent record of them whether you choose to go forward or not.

- ✓ We'll arrange to visit your premises again half way through the trial period to ensure your team are on track with the implementation and to iron out any issues.
- ✓ We'll organise a final meeting towards the end of the trial to discuss the way forward.

Ongoing Support

Once you've committed to *System Builder* as the way forward in systemising your business, we will continue to work with you on your implementation program.

For the first 6 months we will arrange to visit your premises every 2 months to ensure you're still on track, and to help review the systems you are putting in place.

We'll work with you to ensure that all the relevant documentation is linked to each system allowing your team to follow each step logically.

For the second six months these meetings will be quarterly. By the time you've been running the system for 12 months, depending upon the implementation process you set your team, much of the work will have been done and you'll have a massively valuable resource.

We will of course be available for free telephone support, both before and after you complete this initial 12 month implementation period.

This applies to both options, because we don't believe it can give you a fraction of the potential benefit you can gain from *System Builder* if we merely came and installed the software, gave ½ days training, and then disappeared.

You will get:

- 1) Full ongoing telephone support on a reactive basis, for day to day use i.e. "How do I ...?"
- 2) Full technical support from System Builder UK Ltd.

Summary

We believe it is absolutely essential for a business like yours to remove its dependence upon key individuals, create even more efficient processes, and remove the problems caused by holidays, illness and employees leaving.

We are sure that implementing *System Builder* is the right way to achieve those goals, and that you will not regret it.

To get started, please contact us now, at systemise@ruskininfo.co.uk, or call us on 01788 812050.

Another usable and useful example of [Software For Efficient Business](#), from

