Systems That Solve Your Business Snags

Best-Selling Author of E-Myth Revisited, Michael Gerber said, "Let systems run the business and people run the systems…People come and go but the systems remain constant."

There are many examples of systems at work, including our own circulatory systems, eco systems, and even marketing systems. Some of the most profitable businesses started with systems: McDonald's and Federal Express are popular franchise systems.

A system can simply include a set of steps completed at regular intervals or a daily set of habits to increase productivity. Some business systems can be developed in a few minutes or more complex systems can take weeks to implement but offer the business owner leverage and significant return on investment, like a lead generation system.

Systems Are Building Blocks to a Profitable Business

Efficient systems will solve your biggest frustrations, like prospect follow up, inadequate cash flow and declining sales. Examples of business systems include sales, marketing, accounting, payroll, fulfillment, operations, lead generation, and hiring to name a few.

Whether you realize it or not, systems are critical building blocks of your company. Because every single area of your business is part of a system that can be managed, building systems within each business function is critical. What's most important is making sure that each area or part works together for the entire business. Creating those interrelated, effective business systems is essential to growing a profitable business you love.

Systems Create Freedom, Not Inhibit It

A systems approach looks at the whole and reduces shoot-from-the-hip tactics. It includes processes, standards, and other metrics designed to serve as a blueprint. When you have a blueprint, one simple glance at your metrics and you'll know how your strategies are or are not working.

Now that you know what a system is and how a systems approach can work, it's time to identify yours.

1. Take a minute to identify where you feel the most pain or source of frustration in your business. For example, are you finding it difficult to keep up with following up with people inquiring about your services?
2. If that is the case, determine if you need additional assistance, automation, a process or procedure.
3. When determining a solution, consider how it will impact the whole business. One system may appear to be a quick solution, but really isn't when you consider how it will interface with your other systems. For example, if you integrate a shopping cart software, but it doesn't adequately

interface with your [accounting](#) software, you may have faulty sales reporting or unnecessary staff expenses because you need to maintain two separate systems when you could have a system that works together seamlessly.

Ultimately, it is your business system that will leverage your time, effort, and resources and turn your business snags into business success.