

# Core Competencies Required to Operate a Successful Business

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## Planning

Life Planning  
Business Planning  
Budgets  
Contingency Planning  
Exit Planning

## Marketing

Customer Identification	Price Points
Competitors	Language
Image/brand	Industry Metrics
Advertising	Customer Demand
Promotion	Web Sites

## Leadership-Management

Big Picture Focus	Planning
Critical Thinking	Performance Measurement
Discipline	Delegation
Decision Making	Accountability
Risk Management	Motivation
Resources	

## Sales

Prospecting	Indirect Sales
Presentation	Wholesale
Closing	Retail
Contracts	Sales Mgmt.
Customer Service	Vendors
Referrals	Suppliers
Language	Internet Sales

## CORE DELIVERABLES

- SPECIFIC SKILL
- SPECIFIC PRODUCT
- SPECIFIC SERVICE
- COMPETENCY
- TECHNICAL KNOWLEDGE
- INDUSTRY KNOWLEDGE
- VALUE PROPOSITION
- RELATIONSHIPS
- INDUSTRY LANGUAGE
- DELIVERY METHOD
- VENDORS
- SUPPLIERS

## Finances

Cash Management	Income Statement
Billing	Use Of Credit
Accounts Receivable	Purchasing
Accts. Payable	Leasing
Balance Sheet	Taxes
	Acquisitions

## Business Systems

Finance/Accounting	Customer Satisfaction
Marketing	Computers
Sales & Service	Equipment & Machinery
Administration	Tools, Vehicles, Fixtures
Human Resources	Information Mgmt.
Product Ordering	Physical Plant
Product Handling	
Product Delivery	

## Human Resources

Job Descriptions	Employee Manual
Recruiting	Subcontractors
Hiring	Vendors
Training	Contract Employees
Compensation	Safety
Employee Benefits	Work Environment
Management	

## Administration

Legal Structure  
Legal Issues  
Licensing  
Compliance  
Contracts  
Insurance  
Dividend Reporting  
Industry Reporting