

## Is Your Business a Money Machine?

Jeffrey Fox says in *How To Become a Rainmaker* that great salespeople don't sell great products. Pretty bold statement. Fortunately he does offer up an alternative definition for what they do sell. Great salespeople sell...money! He goes on to make a powerful case that great salespeople – people he refers to as “rainmakers” -- don't sell their products, they assist their buyers in understanding how buying the product/service means the buyer will make more money. Interesting paradigm. (By the way, if your sales team hasn't read Jeffrey Fox, they're missing out on a great resource.)

So if you define a great salesperson by how well he or she sells money, how do you define a great business? Here's my thought: a great business is a money machine – a highly efficient system that turns ordinary inputs into extraordinary profits. It effectively prints money as reliably and consistently as the US Mint (no political commentary intended). After all, that's what machines do. They repeatedly produce something in a way that does it better, more efficiently, or both, than a human could do on his or her own. Our businesses should repeatedly produce something in a way that does it better, more efficiently, or both, than we, as owners of a business, could do on our own. Ergo, our businesses really are machines that make (*print*) profits (*money*).

What would you pay for a machine that continuously, rapidly and reliably printed money (*legally, of course!*), a machine that costs almost nothing to run, and for which the raw material inputs cost only a small fraction of the money you could print with it? By the way, there are only a few of these machines in the world. My guess is you would scramble to pull together all of the money you could get your hands on to acquire such a machine.

Granted, my hypothetical question is moot. But there is a question that is much more real and relevant – is your business a money machine? You know...based on my definition above – *a highly efficient system that turns ordinary inputs into extraordinary profits*. If so, congratulations, you are succeeding where most are not. If not (ie, your machine is printing \$5 bills instead of \$100 bills), what would you pay to re-tool your machine?

This is purely food for thought, but it might just lead you to see your business in a new way. Are you contemplating some significant changes or new investments in your business? Look at those decisions through this lens. Does the change help you to more continuously, rapidly, and/or reliably print more money? Who knows what you might see that you didn't see before....

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