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How to Integrate **hubbix** into Your Service Offering



hubbix

hello@hubbix.co.uk | www.hubbix.co.uk

What This Guide Covers

Now you're using **hubbix**, we want to make sure you and your clients get the most out of the platform. In this guide you will find a wealth of advice, guidance and tips that should answer any questions you might have. It will also offer suggestions on how you can integrate the platform neatly into your business, giving you extra revenue and some very happy clients.

In this guide we'll be looking at:

- Target markets & sales tips
- How to integrate **hubbix** into your services
- How to price your services
- How to generate revenue using **hubbix**
- How to get more leads
- The key benefits of using **hubbix**



Although this guide is packed with useful information, you may still have questions, so we're always here to help. Please don't hesitate to get in touch if you need any further information or assistance.

● Target Markets

There are 5 target markets for business advisers using **hubbix**:

1. Start ups
2. Businesses looking to grow
3. Owners looking to sell their business
4. Businesses looking to improve their finances
5. Business owners wanting to reduce the time they spend running the business

For each of these, the business owner or director will require a different focus and a different set of action points. Using **hubbix**, you can take them through a step-by-step process to get them exactly where they need to be.

To get you started, we have put together a few tips on how you could use **hubbix** to sell your services. The following will give you ideas on things you could say to your clients that will resonate, showing them precisely how you can help.

Sales Tips

hubbix provides you with a platform and a step-by-step structure that will make working with your clients simple and effective. This makes it much easier for you to sell your services. Here is some guidance on how you could promote yourself to the five different target markets now that you're using **hubbix**.

1. Start Ups

Running a business is difficult no matter where you are in your journey, but for start ups it can be particularly taxing. There is so much that a new business owner needs to do and learn, and it can be quite overwhelming. As we all know, the scattergun approach never works, but it can be tempting for start ups to adopt this approach as they juggle the multiple tasks they'll suddenly find themselves having to deal with.

Two of the main reasons why start ups fail is because they run out of cash or run out of time. This is where **hubbix** can be hugely beneficial. It will help them to make the best use of their time and, in turn, be more successful.

As with any business owner, you don't know what you don't know. Although it will probably be worse for start ups as there are likely to be far more questions and much fewer answers.

hubbix will ask them the most important questions, in the right order and at the right time. From this, it will identify the aspects they need to focus on first, and it will provide an easy-to-follow action plan with the tasks in priority order.

They will leave every session with a tangible plan that they can follow, one action at a time, so no more stressful and time-consuming plate spinning. It will provide your client with certainty, protection and a customised action plan that is focused on their specific needs.

hubbix is also a great way to onboard new clients, as it can be used as an ideal way to fact find. It gives you a simple and effective way to understand any business quickly and in greater depth. It's a tangible benefit to your client, and that makes it much clearer and easier to explain.

2. Businesses Looking To Grow

For these businesses, it's likely that they've been established for a few years and have had some success. They will be more clued up about their industry and they'll have a deeper understanding of their products and services. But that can only get you so far, and they'll be in a position where they've come as far as they can and now they need help to grow.

It comes down to that same problem: you don't know what you don't know. They probably won't even be aware of the vulnerabilities in their business. This is where **hubbix** really shines: by filling the knowledge gaps. It helps to identify the barriers, the friction points and the missing links to create a blueprint of what needs to be done.

The system will then provide an action plan to work through that will aid them in overcoming their challenges and plugging the gaps so they can move their business to the next level.





3. Businesses Looking To Improve Their Finances

This is quite simply about improving the net profit of a business. Clients might instinctively believe that this comes down to generating more sales, but there could be far better ways to boost those finances. It could be about streamlining the business, automating processes and pinpointing where savings could be made on the operational side of things.

hubbix will help you identify where the fat can be trimmed so the business still runs just as effectively but with minimal overheads.

4. Business Owners Wanting To Reduce The Time They Spend Running The Business

Running a business can be hard, and very often business owners get to the point where they're finding success but it's taking over their life. They might have become self-employed in an attempt to gain a better work life balance, but now they're working longer hours than ever.

If your clients are finding they have no time for themselves, or for family, but they're worried about relinquishing the control and potentially ruining the momentum the business has gained, **hubbix** can help.

Many business owners reach that point where they have the capacity to take on more resources to help but they still have that start up mentality. Whether it's being mindful of budget or, as the owner, they feel they must manage everything themselves, it's not a sustainable approach for a business.

hubbix will evaluate the operational efficiency of a business and help owners consider the value of time. It does this by identifying the vulnerabilities in a business through asking the right questions in the right order that are relevant to the goal. It provides the right space to have meaningful conversations that will uncover the problems and deliver the best solutions.

5. Owners Looking To Sell Their Business

This is the only area that is slightly different. This is because it's not about how the owner is running the business. The considerations come from another angle: the potential buyer. When someone is reviewing a business to potentially buy, they will carry out a due diligence. Every gap and vulnerability that they find could be used to chip away at the sale value.

hubbix does that due diligence in advance, enabling business owners to identify what gaps need to be filled before they take it to market, thereby securing the sale value.

If you work with your client for a long time then they may benefit from all of these points, right from starting the business through to a successful exit strategy. hubbix can work through the life of a business, ensuring it is optimised every step of the way.

How to Integrate **hubbix** into Your Services

There are loads of different ways that **hubbix** could be used as part of your services. Here are some suggestions for how it could be used with clients.

● 1 Hour Monthly Advice Session With Clients

This is where you offer short regular meetings to keep things moving along. In one hour you can create perhaps five actions for the client to go away and work on before your meeting the next month. This could be the perfect level for many people. Five isn't an overwhelming number, and the time between sessions each month is enough for them to go away and complete those actions.

● 2 X 45 Minute Sessions Per Month

You may find a month is too long between client sessions and more regular meetings will be better for keeping your client on track. In this instance, perhaps having a 45 minute session every two weeks will enable you to maintain a more regular touch point with them. **hubbix** would create maybe three actions for them to work on in between the two sessions.

● 1 Half Day Session Per Quarter

This might be the right option for a client who is paying a lower rate. If you only see them once a quarter then four hours is enough time to generate a volume of actions that they can tackle over the next 90 days.

1 Day Session Per Year

You could offer this as an annual business strategy service – spending one day with a client to identify vulnerabilities and knowledge gaps in the business, and create a plan of action for the team to work through in the year. We would strongly suggest that you arrange check-in meetings throughout the year, though, as things can change quickly in a business. The plan should be regularly reviewed and updated if the client is to achieve the business goals.





● Considerations

The goal is not to overwhelm the client with lots of actions, so make sure the frequency of a session is proportionate with the number of actions you want them to focus on.

We strongly recommend that **hubbix** is used to create regular and short touch points with customers. Through our research we have found that one session a month tends to be the sweet spot, and it could offer the following benefits:

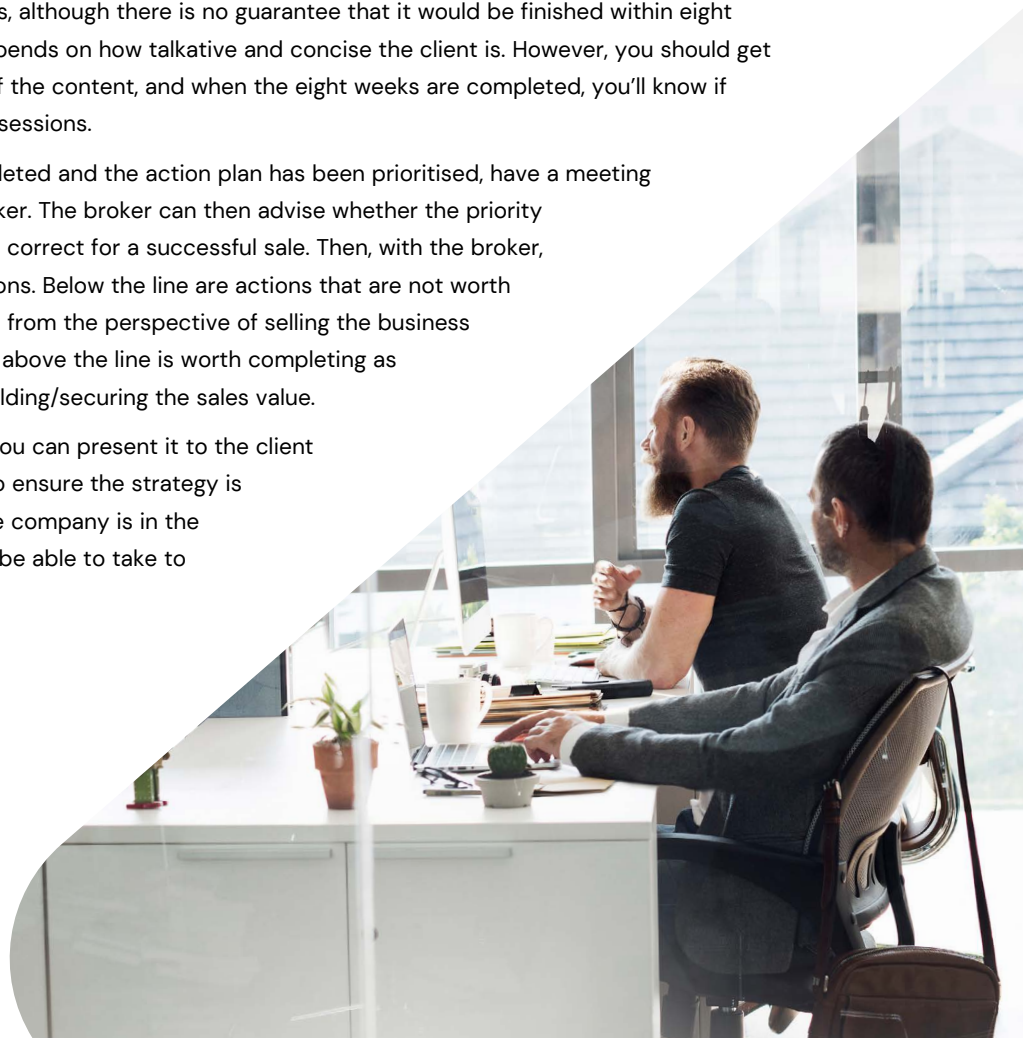
- It promotes a long term relationship between the client and adviser
- It enables the adviser to tweak and update the strategy to keep it on track when new things happen
- It means the client (business owner) isn't overwhelmed with lots to do
- It is more likely to ensure a retained client or repeat business

● Business Owners Looking to Sell

The only exception is when a client is looking to sell their business. In this scenario **hubbix** should be completed as quickly as possible. We would suggest to the client booking one day a week for eight weeks, although there is no guarantee that it would be finished within eight weeks as it largely depends on how talkative and concise the client is. However, you should get through a large bulk of the content, and when the eight weeks are completed, you'll know if you need a few more sessions.

Once **hubbix** is completed and the action plan has been prioritised, have a meeting with the business broker. The broker can then advise whether the priority order of the actions is correct for a successful sale. Then, with the broker, draw a line in the actions. Below the line are actions that are not worth completing as the ROI from the perspective of selling the business isn't there. Everything above the line is worth completing as they contribute to building/securing the sales value.

Once you have that, you can present it to the client and offer to stay on to ensure the strategy is completed so that the company is in the required condition to be able to take to market.



How to Price Your Services & Generate Revenue

Based on our recommendations for how to integrate **hubbix** into your services, there are two main pricing options that you could offer, plus an additional option for when you partner with third party services:

1. **Ongoing retainers** – for the ongoing support of clients long-term goals
2. **One-off contracts** – when marketing due diligence for a client looking to sell their business
3. **Affiliate commission** – for the referral of third party services

How to Generate Revenue from **hubbix**

There are four key ways to generate revenue from **hubbix**.

1. Sell your time in order to work through **hubbix**. This might mean charging by the hour or by the day, for example, and simply billing your client for the time your work through the platform.

Optimal pricing option: Ongoing retainer

2. You could provide other services through **hubbix**. **hubbix** is an independent tool that identifies knowledge gaps, so if you could also offer Finance, HR or Marketing advice, for example, you could use **hubbix** to work through other services with your client, giving you additional revenue.

Optimal pricing option: One-off contract and/or ongoing retainer depending on the upsell services

3. There may be areas that you're not familiar with, such as Marketing, Sales or Administration, but you could partner up with people who specialise in all of the other areas across **hubbix** and have a commission-based relationship with them. This means when you send them referrals for the work that needs to be done, they pay you a percentage.

Optimal pricing option: Affiliate commission

4. The final area is when someone is looking to sell a business and due diligence needs to be carried out to ensure that every gap or vulnerability is found and dealt with, where necessary. This will result in a better sale value for your client. This is the only time where **hubbix** should be rushed through, as the task needs to be done quickly and you could charge it as a one-off project cost. You may then also keep the client for a longer term to help oversee the strategy until the sale has gone through.

Optimal pricing option: One-off contract that leads to an ongoing retainer



How to Get More Leads

Whilst **hubbix** is great at providing a platform to make your work with clients more intuitive, the simple fact is that if clients don't know that, they're not going to pay for your services. So here are our top suggestions on how you could get more leads to boost your own business.

Statistics Sell

Being vague doesn't work. Facts will get people listening to you. **hubbix** will help you track KPI data, so make sure you start to build your communication around that data. Use statistics to prove how you've been aiding businesses, and bring it to life with case studies. Alternatively, if you're just starting out, you can use some of the success stories that **hubbix** has already achieved.

Business Growth Panel

When it comes to getting people to buy from you, it's always good to think about added value. A Business Growth Panel can be valuable for both you, your client and fellow professionals. If you could put together a panel with marketing, sales and operational efficiency personnel, all alongside yourself, you could offer it out to be the joint go-to point for people who have a range of different goals. When you're speaking to potential clients, it could be a powerful offering to say you could give them 30 minutes of time with a panel of business experts.

Why not set up several panels across the country? This will enable you to reach leads in a multitude of places. For business advisers, you are a pinnacle part of this panel, and it could help you win some great long term contracts. And the fact that it all starts off with you offering what is deemed to be exceptional value at no cost to the client, it helps to build trust and a strong relationship.

Business Selling Panel

Similar to the above, you could also build a panel with a commercial lawyer, broker and financial adviser, all alongside yourself. This could be exceptionally useful for someone who is selling their business. They will undoubtedly have a lot of questions, so being offered free advice and support will be invaluable to them. And when you're the one to offer them the first bit of advice, they are more likely to come back and pay for more.

As a business adviser you could win some juicy contracts off the back of this. Through **hubbix**, you will be in a position to offer a quick due diligence that could protect their sale value, and you're working with a broker to ensure it's done accurately.





● Clear Lead On

One of the biggest issues that businesses have when trying to generate leads is that it's not easy for potential clients to understand how they can work with someone and what the end result will be. To overcome this, you need to create services with clear lead ons that solve your clients' problems.

By providing a structure to how you work, an easy pricing model and tangible results, you will have something far more concrete to go to your clients with. It will be easier for them to understand and improve your chances of not only generating leads, but also converting them into sales.

● 1-2-1 Strategy

You have probably been in dozens of 1-2-1s, but how many of them have led to business? Utilising an action you already do but turning it into a sales strategy could be a really easy way to generate more leads.

During your next 1-2-1, solve a problem for the potential client during the session. This will help promote the law of reciprocity. During the meeting find out what their business goal is. If they don't buy there and then, check back in with them in eight weeks' time and ask them how much further along they are to achieving that goal. The chances are they won't be far at all. Then ask them again if they'd like to expedite their progress by using your services.

● Tracking Sales

This is probably what you are always telling other people to do. But, just as the carpenter's house always needs work, we all fall into the trap of not doing the things we know best ourselves. So, if you're not doing it already, track your sales stats. How many leads are you generating, from what type of activity, and what is the quality of those leads? Use your own data to improve how you do things.

The Key

Benefits of Using **hubbix**

There are numerous benefits to using **hubbix**, for both business advisers and their clients. You can integrate these into your own marketing and sales to make clients aware of what you can now offer them.

Adviser Benefits

1. Provide a **structured and consistent approach** to your business advice sessions.
2. Track a wealth of data and **prove ROI** for customers.
3. Demonstrate a more **diverse range of services**.
4. Fact-find and **onboard new clients quickly** and efficiently.
5. By generating a tangible action plan after each session, **hubbix** can help with **client retention** and **attracting new clients** to the company.
6. Strengthen the working relationship by **learning more about each client** and what they find valuable.
7. **hubbix** becomes a **revenue-generating tool** when used regularly with clients.

Client Benefits

1. **hubbix** providing more structure, **discipline** and **consistency**.
2. By uncovering vulnerabilities in their business and identifying their knowledge gaps, clients get a real sense of **steady progression**.
3. Provides the **focus** they need to achieve the **growth** they're looking for.
4. The personalised action plans enable the client **clearly understand the goals** they have to achieve and the progress they need to make between each session.
5. Helps facilitate a natural conversation, so clients **understand the real value of the business advice services**.
6. The structured approach of every session helps to **motivate the client** and increases their chances of completing the tasks.
7. The detailed approach means they gain a **thorough understanding of their business**, from top to bottom.





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hubbix is a professional tool for business coaches and advisers designed to endorse and enhance your services.



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For more information contact us on:
hello@hubbix.co.uk | www.hubbix.co.uk