


DMT Business Basics

Course 1: What business are you in?

Lesson 1 of 3 – Why you need a business definition

Why you need a business definition

Life is about making choices



You look for people who share your values, interests, hobbies etc. and make a choice

**When
making
friends**

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When making friends

You look for people who have the right qualifications, skills, experience, knowledge etc. and make a choice

When filling a position

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When filling a position

You look at the menu and select the meal options that appeal to you the most

When ordering food in a restaurant

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When filling a position

You look at the menu and select the meal options that appeal to you the most

When ordering food in a restaurant

When choosing a place to live

You look for a place that provides the kind of environment you would like and fits within your budget

Why is it important to have a business definition?



**Similarly,
customers
make
choices all
the time too**

Why is it important to have a business definition?

Where should I buy this or that item or service from?

Similarly, customers make choices all the time too

Why should I order from Provider A instead of B?

It helps you attract potential customers

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Similarly, customers make choices all the time too

Why should I order from Provider A instead of B?

It helps you attract potential customers

How can I be sure that this provider's products or services will meet my needs?

It lets potential customers know exactly what benefits your products or services offer to them

Why is it important to have a business definition?

In summary:

- 1. Customers make choices all the time**
- 2. A business definition helps me attract customers**
- 3. A business definition lets potential customers know the benefits my products or services offer them**

Thinking about more reasons why you need a business definition

Have you ever been in a situation where you had just 1 minute to talk about your business and the minute simply was not long enough?

A strong business definition allows you to let people know **exactly what benefits your business offers**, even if you have less than two minutes of time with them.

Thinking about more reasons why you need a business definition

Furthermore, people have very short attention spans. Many of them will stop listening if you begin telling them a very long story for example, about entrepreneurship being passed down from your grandparents, to your parents, to you, before you get to what your business offers.

A strong business definition will allow you to **quickly** let your listeners know exactly what your business offers, while they are still interested in hearing what you have to say.

Thinking about more reasons why you need a business definition

In summary:

A strong business definition will allow me to:

- 1. Focus my customers on exactly the benefits my business offers**
- 2. Quickly let my customers know what benefits my business offers**

Why is it important to have a business definition?

This concludes your sample training lesson. Thank you for your interest in our courses.

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