

Top Three Use Cases

Introduction

The top three uses of each Asktra component exemplify its ability to deliver maximum impact for small business owners. The **Academy** focuses on foundational skills and strategies that drive growth. The **Business Coach** highlights the importance of tailored guidance and actionable plans. The **Deal Reviewer** emphasizes the critical need for informed decision-making and deal optimization.

ACADEMY: 3 Use Cases

1. **Learn** how to create a marketing plan tailored to my industry.
Reason: A fundamental need for most businesses is to establish an effective marketing plan.
2. **Master** cash flow management techniques for my small business.
Reason: Cash flow is a critical challenge for many small business owners.
3. **Develop** skills for leveraging social media marketing.
Reason: Social media is a cost-effective and essential marketing tool.

BUSINESS COACH: 3 Use Cases

1. **Brainstorm** new revenue streams for my business.
Reason: Finding new revenue streams directly impacts business growth.
2. **Analyze** my competitors and uncover opportunities to stand out.
Reason: Competitive analysis is vital for strategic positioning and long-term success.
3. **Plan** a step-by-step roadmap for achieving my quarterly goals.
Reason: Actionable plans are key for setting and achieving realistic objectives.

DEAL REVIEWER: 3 Use Cases

1. **Identify** weak points in my sales pitch and improve them.
Reason: Strong sales pitches are pivotal for closing deals effectively.
2. **Discuss** buyer objections and develop effective counterstrategies.
Reason: Overcoming objections is often the difference between winning and losing a deal.
3. **Prioritize** next steps to move a deal forward.
Reason: Clear prioritization ensures progress and prevents deals from stalling.

Idea Sheets provide quick and actionable suggestions to drive more referrals and sales. Visit www.referralsafe.com/asktra frequently for new additions.