

# The Five Foundations of a Solid Business

From  GROW DISRUPT

## People Management

All the other foundations build on this one, which is the hardest part of every business. But even if you're only managing yourself, strong people management skills are a must!

Developing strong people management skills will help you develop a strong team of people working with you, bring out the highest potential in team members (And yourself), and create a foundational company culture.

## Sales

Sales is the bread and butter of business. Although too many people rely on it as a silver bullet, sales are still a legitimate foundation for a strong business.

Creating a strong, systematized sales strategy will take your sales beyond a single rep's skills and result in sales that you don't even have to go out and work for.

## Cashflow & Finance Management

Without good Cashflow and Financial Management, your whole company could be set up for failure before you even start.

C&FM is all about designing good pricing and learning how to manage your cash so that you (1) aren't spending what you don't need to and (2) plug cash-leaks in your business.

## Quality Controls

Having great SOPs/Quality Controls will give you a business that can run itself. Creating great SOPs will help you design an autonomous business with a specific standard for product production and service.

Without SOPs, you're wasting time by training verbally and creating a business dependent on you alone.

SOPs are Standard Operating Procedures, and are exactly what they sound like: documents with instructions on how to perform a task.

## Marketing & Branding

Your brand is more than ads, it's how your company acts and is perceived. Your brand will establish or destroy trust more quickly than anything.

A strong brand coupled with a smart marketing strategy empowers that marketing to reach further, faster, and for less effort!

Learn more about these foundational aspects of business at [www.growdisrupt.com](http://www.growdisrupt.com)