

Refine Your Business

By Tom Cronin

Is your business stagnated in this recessionary economy? Are you having difficulty finding new clients? Are you throwing good money against the wall to try and save your company? Through Solutions to Success we can re-establish companies; a breakdown of your initial idea should never be the cause of the company's demise. Today, many small businesses are focused on trying to differentiate between the company's development, wasted effort, and possible failure. In order to refine your business, professional assistance is imperative to ensure your success in this recessionary economy. We will analyze your company's existing goals and objectives, refine them for cost reduction, boost sales, and enhance profits by:

1. Analyzing existing business situation

- Review and revise market strategies
- Prepare three-year PR plan, budget, sales plan, and market plan
- Analyze current branding and mission statement and determine new branding as needed
- Design new website
- Create an employee incentive plan
- Analyze current expenditures and reduce costs

2. Creating a business development plan

3. Increasing market share

4. Increasing sales

5. Increasing profits

Challenging economic times often highlight areas of the business that need improvement—whether it's market strategies, PR plans, or cost cutting measures. Business transformation can help you begin to manage your business—while the day-to-day processes are improved and automated, leaving you to focus on strategy and business growth. Each aspect of your business correlates to the other. As a business owner, you must maintain control over all aspects of each division to ensure success.

With a fully prepared business development plan, we will be able to help you achieve all your business goals. Each phase of your sales, market, operations, and cost centers must be correlated to refine



your company into a lean, mean, fighting machine. Once your plan is in place and we understand the client base, financials, and how to manage your fixed and variable costs, we can develop a zero-based budget and keep the cash flowing. We need to determine your breakeven point and how to maintain that basis above all else. Once your costs and operations budget is determined, then we accent your market and sales planning to ensure that everyone understands their role in making your company great again. All of this, of course, hinges on one critical component; your leadership. You must create a culture that rewards and empowers your team to be their very best and to have them constantly seeking ways to do better than before. This must be done while juggling your family life, personal interests, and maintaining excellent health!

Target market customers who will generate sales that will correlate with your base, to ensure that you cover your base costs of your zero-based budget. Once you have determined your base, you can differentiate and develop your plan to accent your company, capitalize on your strengths, and expand into a new market segment.

• Identify with your client

Analyze your market and really understand what your audience wants and needs. The foundation for all marketing is being able to connect on an emotional level with your buyers. Therefore take the time to understand and predict what your ideal clients are looking for.

• Engage your clients emotionally

Emotionally engage your clients and keep them coming back for more. People build relationships on emotional connections. Figure out how to create an emotional connection in every



BEFORE

component of your marketing. People like to do business with people. Make your marketing interactive and allow customers to get to know you on a personal level. We will write about you and your company in our magazine, and for Success PR-TV. By adding blogs and videos, we will invite them into your world.

• Determine your market strategy

We will analyze marketing strategies of other successful like-businesses and develop a successful plan to fit your product, budget, and your audience.

• Refine your niche

By focusing down on a segment of the marketplace and targeting your business to a specific niche you become the go-to resource in that target market. Once you determine your specific makeup, you can tailor your marketing to appeal directly to that niche. That will reduce your costs because you can set aside anything that doesn't appeal directly to you. It's one of the most effective steps you can take to increase your chance of success.

• Be distinctive

Determine how you are different. The simplest of differences can mean big profits. We will find your uniqueness and create communication to demonstrate those differences that will help you attract more customers to your business.

• Share your success story in your presentation

The first ten minutes of your sales presentation is to build your history and value. We will share your story and weave it into your marketing presentation and website, in a compelling way that your clients can relate to. People tend to connect with people they feel they have something in common with. Remember your reasons for getting into business and use that in your marketing to attract new customers and recreate your relationship with existing clients.

It is critical for the entrepreneur not to panic and purchase unexpected investments in wasted advertising, chasing good dollars after bad. It is imperative that you revitalize your company



AFTER

with an insightful plan that will foster success. You must analyze your situation by reviewing your past successes and failures, then invest your money where it will be well spent. Your existing clients are a treasure trove of information—create surveys and contact everyone to ascertain client feedback. Develop an employee incentive program to contact prior clients, reinstating that which originally made you successful while developing a new client base. Analyze your company's numbers, such as repeat purchases and conversion rates online. Web analytics can reveal how customers navigate your company's website. If your site is weak you will lose 25% of the new market share. Test your new ideas while preserving your current business to build toward the future. Entrepreneurs must set aside their personal convictions ... and egos. It's very hard as an entrepreneur to move away from your core idea. But, if your customers are telling you to, you have to learn to be flexible.

Reinventing yourself in the new world of business requires whole brain strategies—systems thinking and entrepreneurial mindsets to help drive your desired outcomes. Solutions to Success will focus on identifying and assessing the quantifiable value that you bring to the table in order to build (or rebuild) your personal brand.

- Develop a personal brand that reflects your strengths, uncovers under-valued talents and positions you for new opportunities
- Enhance your ability to present your "impact story" in a way that generates respect and appreciation for your expertise
- Design a parallel rebranding strategy that positions you for future enhanced business

We will employ the following techniques to clarify and refine your vision:

- Write a clear mission statement
- Correct your declaration language
- Eliminate any image that confuses your company's vision

The Solutions to Success market strategy will refine your business, give your company new vigor, and help to ensure your future success. The time to develop your plan is now. Start the new year with a new lease on life and a plan to thrive.