

10 Questions You Should Ask Yourself to *BOOST* Your Business Growth

The Question: Why do current and / or potential business clients lose relevance and competitiveness in the marketplace.....and with their customers?

The Answer: Because their operational and business marketing strategies are often the same as they were 5 to 10 years ago. And...they are out-of-touch with their customers and the overall marketplace.

ONE: Overhaul Your Business Plan.

Dust off your business marketing plan and scrub it of any assumptions you may have made a couple of years ago. Redo the math and zero in on the best strategy to grab market share and win new business. Create specific benchmarks and measure the results monthly. Rethinking your business marketing plan also can help to spot new opportunities...and...point your company in the right & profitable direction.

TWO: Double Down On What Works.

Whatever paid off last year is worth investing more time, money and resources. What were your best revenue producing / top-selling products and / or services, and how can you get your customers to buy more? What money-saving strategies went straight to the bottom? What incentives or promotions got your customers' attention to "take -action"? Zero in on what delivered measurable results and double down your efforts.

THREE: Experiment

The best time to try something new? When the old isn't working! It may feel safer to stay in your comfort zone, but sticking with the same old products, services or marketing strategy will actually be riskier. The best new ideas often come from conversations with customers, suppliers, consultants, the 3rd Street Marketing Team, most of all, employees.

FOUR: Fire Your D-Grade Customers

High-maintenance and low-margin customers are an impediment to deploying time and resources more profitably. Make a list of your customers and give each of them a grade. Once you have defined and separated the winners from the losers, put a plan in place to turn those "laggards" into A-listersor drop them. Therefore making room and time for the more profitable revenue bearing customers.

FIVE: Become an "A" Customer Yourself

Now is a good time to lock in long-term contracts and agreements with your regular vendors, service partners, contractors, marketing groups and suppliers. Indeed, you will be able to negotiate a lower price in return for you're "promise and / or commitment to a long termed and detailed business relationship. Make sure your agreement covers all the details, such as labor time, required resources, delivery cost, timing and quality guarantees.



SIX: Expand Your Network

Facebook, Twitter, and LinkedIn have their valued uses, and.... they'll never replace face-to-face meetings, especially to win new business and secure referrals. A coffee visit, a scheduled meeting or a working lunch (or dinner) could bring in dozens of new customers. Building upon and increase your network of key contacts with either written notes and / or e-mail, with attached specific topical information is another manner of networking. Set yourself a monthly goal number to build and expand your networking growth of new key contacts.

SEVEN: Leverage Your Brand

In this economy, it's more important than ever to avoid becoming a "me too brand". Low prices and quality service are no longer enough. What do you have, offer or bring to the table that no one else is serving up to clients, and potential clients? What sets you apart? And then become completely fluent in communicating to your target customer what separates you from the rest of the herd.

EIGHT: Don't Fire Your Employees, Fire-Up Your Employees

Create a meaningful recognition and / or specific bonus plan to really motivate employees to hit quarterly and annual "measurable" goals. Focus on your employee's attention to key metrics such as sales, profits, new customers, productivity and customer satisfaction. Give your employees a measurable stake in the company's success. Goals can be tied to easy-to-measure numbers such as revenue, new business volume or gross margin.

NINE: Team Up

Working with "channel partners", companies that target the same market but with products or services different from yours, can be a specificity efficient and rewarding business marketing strategy. Set aside time each month to brainstorm new ways and means to create added value to your business relationships, fostering more referrals and recognize new partnerships to pursue. Develop and Create your own Alliance Business Partnerships.

TEN: 3rd Street Marketing Stands Ready To Serve Your Needs, NOW

Successful Business is the consistent delivery of specific "values & solutions" to targeted customers and / or clients. In the World of Internet Marketing, Social Media Leveraging, Product & Service Marketplace Planning & Implementation and Consumer Advertising Campaigns....that's what we do.....deliver value and solutions.

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