

"Covering the Bases So Your Business Will Thrive"

Dear Small Business Owner,

As you plan for 2006, have you reviewed all the bases that work together to support a successful business--**Your Product, Your Market, Your People, Your Finances and Your Organization/Systems?** Without strength in every area, a business won't be as successful as it could be.

Alpha Business Coaching has developed a 90-day group of coaching sessions for business improvement. First, we'll assess your business. Then, in follow-on coaching sessions, we'll work to strengthen those areas that are the weakest. Read a summary of these 5 areas below and take a mini-test to see how your company rates.



We want to help you "hit a home-run" in your business. **Have a winning 2006!**

Lynda Hess, Business Coach

First Base: Your Product or Service

- Your product must be well defined and its value clear to the market.
- The warranty must be fully stated and supportable by your company.
- The product's price and its value must compare favorably to your competitors.
- Your product must keep up with industry changes and automation.

Second Base: Your Market

- You must know who your best customers are and on what jobs you make the most money.
- Your market niche should be well defined and "reachable".

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- You should know and use the most effective marketing techniques for your niche.
- A customer satisfaction survey should be done at least once per year.

Third Base: Your People

- You need to employ the right number of people with the right skills.
- You should track your employee turn-over ratio and know how it compares within your industry.
- Hiring and training procedures must be in place.
- A compensation system should be established that motivates employees.

Home Plate: Your Finances

- Budgets and revenue targets should be in place then adjusted as needed.
- Cash flows must be monitored and leveled out when possible.
- Purchases should be planned and invoices paid to take advantage of discounts.
- Physical assets must be maintained and inventory controlled.
- Profit margins should compare favorably with industry standards.

The Field: Your Organization/Systems

- Communication and paperwork should flow smoothly across all departments.
- Authority should be given so all decisions are made at appropriate levels.
- Financial systems should be well established and documented.
- Each person must know their job description and work in that role efficiently.

The Game

All of these areas must be developed to their fullest to help your company win at THE GAME. If one area grows ahead of the others, the weak areas will pull the company down. Make sure your company has all the assistance it needs to play to WIN.

Remember-- "You can't steal 2nd if your foot is still on 1st!"

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Contact us for more information on this amazing 90-day program to get your business in shape for 2006.