



Greetings!

As a small business owner, do you know what areas of your business will help you get ahead the fastest? Do you work on those areas? Read the 7 strategies below to stay focused on the most critical areas that will make your business succeed.

A small business coach can help you see results in improving these crucial areas in your business. If you could use a some help in focusing on any of these 7 key strategies, contact us. See below for information on a free, initial assessment.

Lynda Hess, Business Coach

1. Create a Plan for the Business



This is not a business plan for the bank, this is an action plan for you to use. It should focus 80% of its time on the area of your business that needs the most work. It should include the goals and the actions you need to take to make your business successful.

2. Perform a S.W.O.T. Analysis on the Business



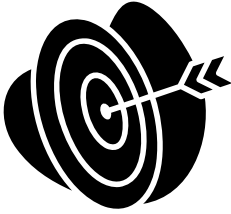
Do you know your business' Strengths, Weaknesses, Opportunities, and Threats? Knowing these areas is the first step towards understanding how your business can move ahead in the market. Focusing on growing your strengths will get you miles further than worrying about fixing all your weaknesses. And, it will make you a happier person. But you must minimize the weaknesses and threats in other ways.

3. Get Training on How to Sell



There are skills you can learn to make you a better salesperson. Have you learned how to take No? (Since only 1 out of 10 people are ready for your services, the faster you get through the 9 No's, the sooner you can find the Yes's). Do you qualify potential clients BEFORE selling them? Do you ask lots of questions to understand their need FIRST? Do you know how to close a sale? Polishing these skills will save you time and money.

4. Have a "Target Market" that is Definable



While your product may be suitable for a broad market, in order to do effective marketing, you must narrow the field and pick a subset of the market that you can reach. Become an expert on the needs of that market then customize your marketing to them. This way you will have strong appeal to that market and they will be attracted to do business with you.

5. Track All Marketing Efforts



What marketing methods produce the most sales of your product/service? Every person that contacts your business should be asked how they heard about you. Write this down. Keep a tally. Refine your marketing efforts based on this data.

6. Know What to Delegate



Delegate only NON-strategic areas of your business. For most business owners, the strategic areas you must focus on are sales/marketing, people management and profitability. If you don't want to manage these areas, you must have someone you trust doing them or your business won't succeed.

7. Deliver Customer Satisfaction



Know who your best clients are. What does it take to make them happy? Are you and your team trained to make happy customers your goal? Are you willing to say no to a client if they've pushed you too far?

Quick Links...

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