

"Things You CAN be Doing in Your Business"

Dear Small Business Owner:

We're all hearing about things that can't be done in today's difficult economy. I'd like to spend a couple paragraphs talking about the things that CAN be done in your business today.

We will look at things within our control---our actions and attitudes. Here are some things that can help NOW.

1. Create processes to run the parts of the business that typically fall apart during busy season. Writing a process isn't hard; it's as simple as making a check-list. Frequent areas that have "issues" are: estimating a new job, ordering product, creating a realistic project schedule, managing change orders. Just write down the things that should be done each time.



2. Look for new ways to sell. Most of us are finding the same old ways to talk to prospects isn't working.

There is a great article in the March edition of the "Harvard Business Review" magazine about engaging a prospect in "provocation-based selling." With its twist on typical selling, this method helps customers see their challenges in a new light. Then you can make addressing their specific, painful problems unmistakably urgent. Approach sales calls with a new way to think.

3. Engage in low-cost training. Have people in your office train each other on their positions. This cross-training will allow for double coverage of positions when it's needed in the future. Your employees will feel more valuable when they get additional training.



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4. Get out of the office and talk to other people in your industry. Don't stay in the office just fretting. You'll find people amazingly willing to share tips they are doing and ways they are coping with this down-turn.



5. Be a leader with your attitude. As hard as it is to not reflect the pessimism that is all around us, we must be confident that we can weather this storm. Don't get sucked into the gloom. Sometimes we have to act how we don't feel in order to lead our own emotions and staff!

6. Do whatever you need to do to stay motivated during this down-cycle. Whether that is being with uplifting people, spending more time at the gym, refusing to read newspapers, volunteering your extra time, going to seminars that offer ways to cope, or reading positive materials. We each need to find the best way to cope and not be afraid to spend time doing it.

If you're having trouble staying motivated to be working on your business, we can help. Give us a call to talk about how.

Sincerely,

Lynda Hess, Business Coach

Phone: 703-738-4634

Email: lchess@alphabizcoaching.com

Web: <http://www.alphabizcoaching.com>