

How To Maximise Your Success In Business

However well your business runs there are always things that you can fine tune. There are many things that can be fine tuned at little or no cost to make the business more efficient.

Here are some areas to consider.

- Are there any aspects of your business that are currently being under utilized?
- Are there any assets that are not being used at all or on a limited basis?
- What is going to waste that could have a use or purpose?

Where Do You Want To Be?

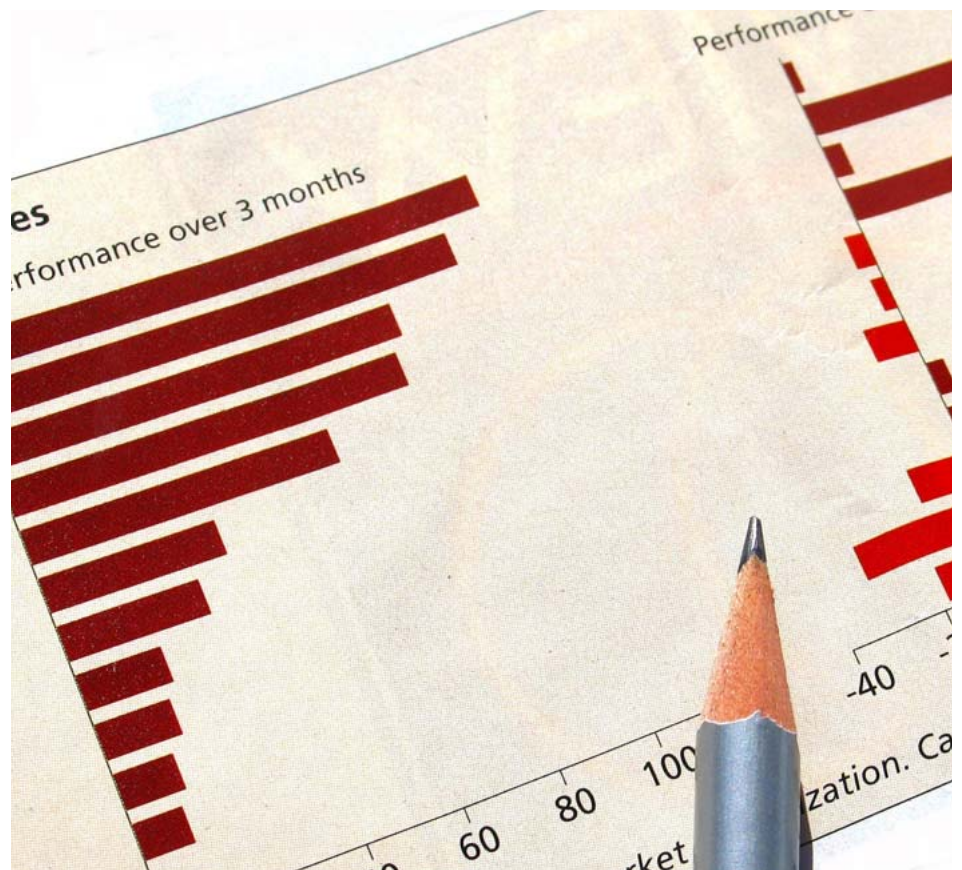
What is your business goal? What is your mission statement? How have you planned and organised for:

- Three years from now?
- Next year?
- Next month?
- Next Week?
- Today?

One of the key reasons individuals fail in business is being too re-active to today and tomorrow, having only a vague idea about anything beyond a week or a month.

Be Precise

Generalisations and vagueness cost success in business and if you don't have clear goals, objectives and timeframe, then your business is already in trouble.



- Set clearly defined goals and targets
- Identify specific steps that need to be taken in order to achieve goals and targets

By working on specifics you can plan because you know what you have to do to achieve your goal.

If after one month, you are falling short and you have only achieved half of what you intended you know that you have to change or correct things in order to improve.

When you know what isn't working, you know where changes have to be

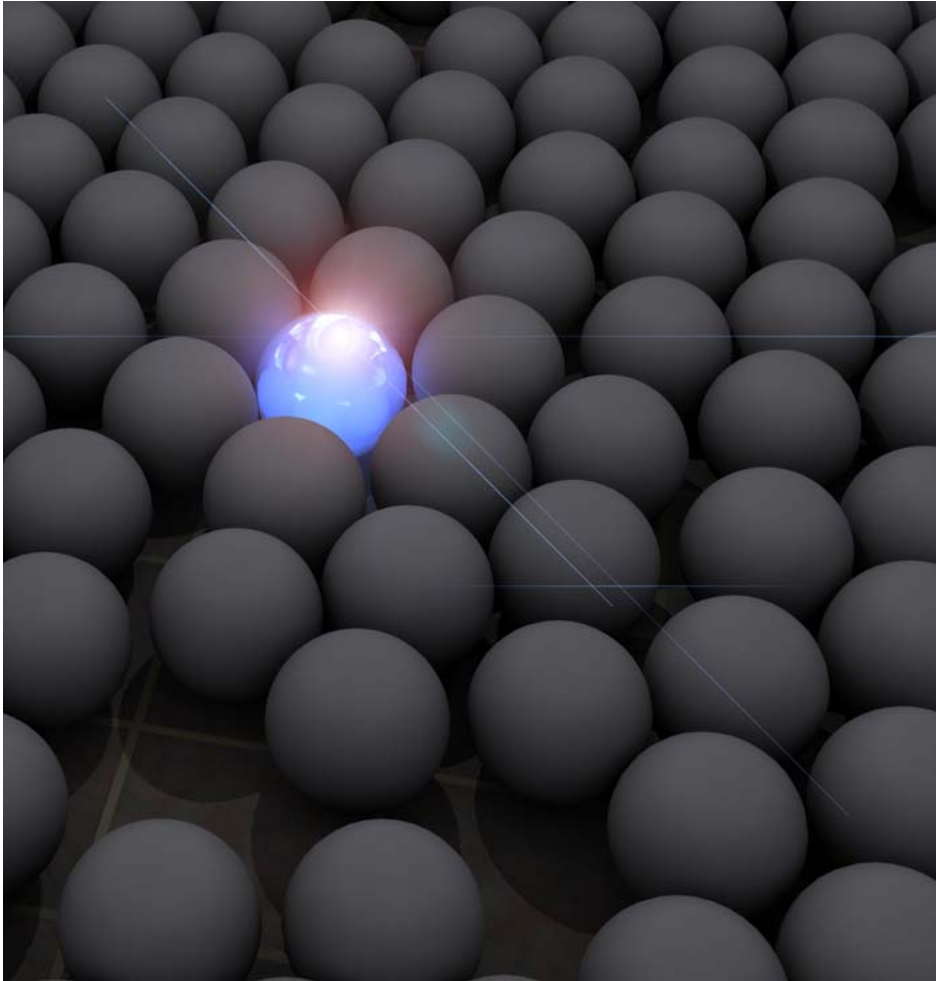
made because you have been monitoring what works best.

By having defined goals and specific steps to achieve them, you are not working blind. The inefficiencies will reveal themselves before you waste time and money.

Many business owners live for the moment, but the secret is to get the balance right, be focused on specifics and make adjustments as you go along. The standard response from many business owners is that 'I don't have the time to do that'.

You must write down specific goals and planning steps and DO THEM.

Why Have A USP?



No matter what business you are in you have competitors and there will always be a choice of options for a prospective customer and client.

What makes the difference and why should someone buy from you?

If you cannot answer this question, you have a problem.

You have done this yourself. You wanted a service, gardener, cleaning service, turf, decorating, boiler or fire servicing and many others. Which one do you choose? How do **YOU** make the decision? What influences you in making a decision on who to contact?

The unique selling position is about **how you stand out from the pack.**

- What do you do or offer that nobody else does?
- What makes you better than the others?

You may already be different from your competitors, but if potential customers or clients don't know how or why you are different, they have no reason to choose you over a competitor.

For example, if there are three car dealerships in a town what might make stand out from the rest. Potential USP's could be:

- 30 days, no questions asked refund

Create A USP

Write down every benefit your product or service has to offer then do the same for your competitors.

Is your product or service different, if so how? Think of:

- Warranty/guarantee
- Speed of service - in what way
- Quality of service - how?

You have to work on building your USP. Tell people that you meet how and why you are different.

Marketing your USP is crucial be it, in the media, on the web, on letter-heads or just by networking.

Expand your USP by positioning your business as experts in what produce or service that is offered. This can be done by providing free information, writing news articles or free meetings/seminars.

Always try and position yourself ahead of the competition.



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More useful information, advice and tips coming up next month