

Luck is not a Strategy

Have you made a new year's resolution to increase your company's profitability?

Great! Setting this goal is a wonderful way to start 2007 off on a positive foot, but you'll need more than luck if you're going to increase profitability. You need a comprehensive strategy if you are going to succeed.

The following five step approach is a surefire way to make this your most profitable year to date!

Start with a sales plan

Take the time to define your sales objectives and the stepping stones required to achieve them.

Develop your targets

Break down your resolution of increasing profitability into smaller more attainable sales targets.

Refine marketing materials

Review existing collateral and make the necessary changes to ensure that each piece is promoting your product or service effectively and providing the appropriate information to your customers and prospects.

Build your brand

Your name is everything in business. To build and maintain a successful brand, focus on the basics: quality, credibility, and positioning.

Provide 100% customer care excellence

No company can afford to provide poor customer service. If you are going to reach new levels of success in 2007, make it your goal to provide each and every customer the best customer service possible.