



**NECA**  
2013  
WASHINGTON

**5 Ways To Make Your Small Business More Successful**  
October 13, 2013 – 9:00 AM – 9:50 AM

Following this session, you will be able to:

- Identify how to be more visible in the marketplace.
- Explain how to build a better, stronger team.
- Discuss how to get value from your customers.

## Continuing Education Credits

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**This session is eligible for 0.1 IACET CEU**

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- Have your badge scanned at the door
- Attend 90% of this presentation
- Fill out the online evaluation for this session

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## **5 Ways To Make Your Small Business More Successful**

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## **5 Ways** *To Make Your Small Business More Successful*

**On a scale of 1-10, how successful is your business right now?**

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## **5 Ways** *To Make Your Small Business More Successful*

On the same scale of 1-10, how happy are you with the state of your business right now?

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## **5 Ways** *To Make Your Small Business More Successful*

Let's talk about "want to" and "need to"

**Here's a fundamental truth:**  
Improvement requires effort  
and effort requires motivation!

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## **5 Ways** *To Make Your Small Business More Successful*

### **5 Areas For Improvement...**

1. Be More Visible In The Marketplace
2. Build A Better, Stronger Team
3. Get All The Value From Your Customers
4. Put Some Work into Networking
5. Don't Be Afraid To Negotiate

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## **5 Ways** *To Make Your Small Business More Successful*

### **1. Be More Visible In The Marketplace**

- ◆ Advertising
- ◆ Traditional Signage
- ◆ Not-So-Traditional Signage
- ◆ Good Citizenship
- ◆ Explore Every Avenue

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**2. Build A Better, Stronger Team**

- ◆ Skills and Attitudes
- ◆ Training and Attitude Adjustment
- ◆ Leadership

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**3. Get All The Value From Your Customers**

- ◆ The value of what they're buying now
- ◆ The value of what they could be buying
- ◆ The value of influence

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**4. Put Some Work into Networking**

- ◆ Traditional networking (Chamber, BNI, etc.)
- ◆ Social Media Networking
- ◆ Opportunistic Networking

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**5. Don't Be Afraid To Negotiate**

- ◆ With your customers
- ◆ With your suppliers
- ◆ With your employees

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## **5 Ways** *To Make Your Small Business More Successful*

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### **6. Reality Check!**

- ◆ You can't snap your fingers and make all of this happen immediately.
- ◆ You can make a plan, based on your wants and needs and priorities, with specific goals and timelines.
- ◆ You can (probably) make your business more successful — the only one who can stop you is probably you!

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