



BUSINESS OPERATIONS DIGEST

QUICK BUSINESS TIPS FOR INCREASING THE PROFITABILITY OF YOUR BUSINESS

August 2016

3 Ways To Make Your Company More Successful

Creativity is the key to keeping a business flourishing. And while creativity will help your business grow stronger, there are other tools and opportunities that businesses should use to their advantage.



Here are some quick tips:

- ✓ **Make your business appear bigger than it may be.** You might not have a huge warehouse or dozens of employees, but you can still give your business the professional appearance of one 10 times your size. First impressions are important.
- ✓ **Start branding.** Design a great logo for your company and put that logo on all of your media. Have a company newsletter with information that focuses on the reader. Utilize your Web site and blog, and see if you can get them linked to your community's Chamber of Commerce or city Web site. Join social networking sites like Facebook and LinkedIn to broaden your network of people.
- ✓ **Focus on your X Factor.** Recognize what you do and why you do it, and then research your competition. When you discover the factor that makes your business better and different from the competition, learn how to focus and multiply that "X Factor" to achieve success.

Having an effective Marketing program is critical to generating interest with potential customers. At L5 Consulting, our Marketing Solutions allow you to take advantage of powerful, integrated go-to-market systems that build a bridge between your company's strategy and the exceptional customer experience. ♦

"I can't change the direction of the wind, but I can adjust my sails to always reach my destination."
~ Jimmy Dean

Organizing By Priority

A Time Management Skill To Help You Be More Productive

Get in the habit of organizing and prioritizing your day. You will become **more** productive. This is a proven simple way to saving time, being organized, and increasing productivity.

Before leaving the office for the day, or first thing the next morning, make a list of everything that needs to be done. Next, prioritize your list.

Mark each one either A, B, C, D or E based on priority:



A - Must be done first - very important. Serious consequences if you do not get it done. Often this is a task you don't want to do and have procrastinated to get done. Think about the sense of accomplishment you will have once it is complete. In addition, you get to check it off your list.

B - A 'should do' task with mild consequences. (Never do a **B** task before **A** tasks are done)

C - Nice to do, but no consequences whether you do it or not. Has little or no affect in your work life. (Most people spend half of their time here)

D - Something you can delegate. This frees up your time to work on the **A** tasks.

E - Eliminate all together and it makes absolutely no difference. It may have been a higher priority task previously but is no longer important.

Remember, not everything has to be done today. However, if you have several **A** tasks, give them a priority too. A1, A2, A3, etc... **A1** being the most important and the task you should tackle first.

Practice discipline and start working on your **priority** tasks right away. **Focus on results.... Not activity.** ♦



One Minute Ideas

Ten Tips For Maintaining Motivation

1. Always measure your progress.
2. Get enough rest.
3. Avoid sugar.
4. Imagine yourself at your goal.
5. Find a role model.
6. List the activity's or goal's benefits.
7. Keep a journal of past accomplishments.
8. Take small steps.
9. Find a partner, coach, or mentor.
10. Tell yourself quitting is not an option.

Maintaining motivation can be challenging for your team members and employees too. Help them maintain their motivation by sending these tips to them and following up on their progress. ♦

“Success is a lousy teacher. It seduces smart people into thinking they can't lose.”
~ Bill Gates



Our firm's main focus is helping you turn operations into a profit-focused venture by using Cloud, automation and process improvement. Our clients gain with customized programs that improve their business strategy in the areas of Financial Management, Technology, Sales and Marketing. Each of these programs are delivered via Cloud-based platforms that deliver the highest level of performance, strong cost savings and "Anywhere Access."

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Selling New Ideas

Do you sometimes feel that you have lots of good ideas that will benefit your customers but you have a hard time getting new ideas and approaches accepted? Changing a customer's mind and getting them to accept new ideas can be a great challenge. Try these approaches to get their attention:

- ✓ Provide solutions to your customer's toughest problems and then tailor your new ideas to the customer's special needs. By solving their toughest problems, they'll be more open to your new ideas.
- ✓ Appeal to the customer's personal needs. Tailor your ideas to their personality.
- ✓ Provide specific information, it is far more convincing than general information. Examples and case histories generally have more impact than statistical data.
- ✓ Make sure you present your new ideas in a friendly, down-to-earth way. Do not talk down to your customers. By using phrases such as "You probably don't realize" or "You probably haven't thought of" you will put your customers on the defensive.
- ✓ Reinforce a new idea with hard facts and figures that relate to the potential benefits to be derived if the idea is converted into action.



Need help with your Sales? Our team implements a series of Sales strategies that are managed through our Sales automation platform. Contact us for more information. ♦

Tips To Increase Productivity

Here are some ideas to help you and your staff increase productivity.

Turn off email alerts – every time a new email comes in you stop what you are doing and look at the email. This takes your focus off what you were doing. Turn the notification off and then check your email in between projects.

Make a list of three things you want to accomplish today – this is not a to-do list but more of an outcome / results list. By the end of today you want to make sure these three things are done! ♦

