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# GROWTH Strategies

## Advisory Minute

Your Business Partner for Success

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**You're Potentially Stifling Your Growth - Without Your Even Knowing! At Best, Your Business May Be Underperforming to It's FULL Potential!**

in this article

- **Don't Stifle the Growth of Your Business**



Stephen H. Jones

### *Don't Stifle the Growth of Your Business*



Are you aware that currently, right now, there are growth opportunities abound within your business?

Are you also aware, that within the operations of your business, there are **activities not being optimized, individual sales and client acquisitions not at their full profit potential, relationships not being met, maintained or kept, additional mental and physical energy being burned that's unnecessary**, and so on?

You certainly don't set out to let that happen, and you certainly wouldn't knowingly let your business under-perform!

#### ***Not On My Watch!***

Let's look at just a few areas here - that once transformed - will make the GREATEST, MOST PROFOUND difference for your business enterprise.

#### ***Identifying and Improving on Areas Within Your Business***

- Discipline yourself to commit to weekly meetings for an hour to work on something specific on your business.
- Once a week, drill down to focus on strategies to improve your Outside Sales,

Inside Sales, Marketing, Customer Service, Customer Relationship Management, Purchasing/Supplies, Shipping & Receiving, Inventory Control, Accounts Receivable, Personnel, Technology, Partner Relationships (Vendors & Affiliates), Export Sales, other Growth Opportunity Areas.

- Ask for input (because you don't have all the answers) from your employees, colleagues, business friends and your spouse.

### ***Learning from Others Around You***

- Actively look at other businesses to see how they market themselves, how they position themselves, how they target their prospects, how they communicate internally to their prospects & to their clients.
- Have an "out of body" experience when you're being marketed to - *which is all the time!* Meaning, take a look at the sales situation or marketing message from their point of view. Did it get your attention? What didn't you like about your experience? How can you adapt or adopt something similar into your organization?
- Collect potential ideas and strategies into a folder, notebook, computer Favorites folder and organized file.

### ***Improving Your Skills of Your Industry, and as a Business Owner / CEO***

- Stop thinking like a Small Business Owner and Start THINKING and ACTING like the CEO of your business enterprise!
- Study the MARKET of your target. I can't *STRESS* this enough! If you are a CPA for instance, you should spend - at least - 3 hours a week researching the small business marketplace to uncover PROBLEMS, IRRITATIONS, POSSIBLE STUMBLING BLOCKS, FUTURE HEADACHES that your prospects have, could have and will have that **you have the solution to.**
- Take the time necessary to improve upon the business skills you're currently lacking. If you need to be a better networker, better salesperson, better people skills, better public speaker - whatever, you have the ability to do so. Read books on the subject, listen to educational CDs in your car, go to seminars that will teach you, take online courses, etc.

As the CEO of your business, you're obligated to make your business more efficient and effective!

And providing the valuable products and services you do to your market - your clients and potential clients are counting on you! Set the bar for your industry!

To Your Success!

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Stephen Jones operates **Growth Strategies** and provides marketing strategies and a marketing structure for small business owners.

Contact us *TODAY* at **770.601.0949** or **800.261.5034**, via e-mail at [sjones@growthstrategies.us](mailto:sjones@growthstrategies.us) or on the Web at [www.growthstrategies.us](http://www.growthstrategies.us) for assistance with your business.

### Quick Links...

- [Web Site](#)
- [21 Power Principles](#)
- [Client Testimonials](#)
- [7 Step Marketing Plan](#)
- [Our Services](#)
- [Resource Library](#)

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