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Be a Support to Your Business

Here are some questions you need to answer about your business.

- Do you have a marketing plan?
- Do you know who the ideal customer is for your business?
- Do you have specific business goals and manageable solutions?
- Do you have a business plan?
- If you have a business plan, can you execute it perfectly without a team?
- Are you overlooking the importance of equipment or tools to your business?
- How is your business's resource planning?

If by answering those questions, you realize your business is facing challenges, here are some things you can do.

Determine your business' positioning in the marketplace.

Analyze your competitor and industry information. You will need it to learn your marketing positioning. Your business has differences from other competitors, such as your company values, team personality, and working system. Before referencing or copying your competitor's strategy, figure out what differentiates you from them by tracking the current market trends. Then design a strategy.

Identifying your target group is the first step in positioning your business. To do this, look at your services or products and their specific function, quality, and pricing. You want to match them with the demographics, geographics, economics, incomes, hobbies, behavior, and any other specific condition. This analysis will also identify which group of customers is suitable for your business. You can also start to customize a strategy to convert non-customers.

Understand the need for KPIs.

For consistent growth in your business, you must have a measurable index for monitoring and analysis. You should figure out what kind of KPIs (Key Performance Indicators) are useful and the consequence of the results. Here are a few KPIs most businesses should use:

- The Number of Sales
- Profit and Loss (quarterly, seasons, micro changes in specific time)
- Inventory
- Customer satisfaction
- Market Share
- Online Traffic

Be intentional about the customer experience you provide.

For any business, what a customer experiences when shopping with you is one of the most important factors in determining if they will shop with you again. The marketing plan of your company attracts potential customers and brings them in the first time. After that, each action affecting your customer purchase will be determined by

the experience they have. It is up to you to determine what you want to present and consistently present that. You can try to change how you engage your customers, e.g., through social media chats, follow-up emails, private sales, etc. Investing resources to increase the satisfaction of your customer's experience would build your business reputation and sales. Some tactics you can try:

- Create your own custom profile for each customer.
- Enhance your customer services team's customer service ability in person, on the phone, in chats, etc.
- Provide multiple channels to make engagement possible.
- Show your brand value and vision to visitors.
- Follow up all customer feedback.

Make sure you are doing business resource planning.

Some businesses have multiple resources for development, and they don't have stress in cash flow. If that is you, great. If that is not you, think about how to use the resources you have to keep your business growing. You gain many benefits from resource planning. Here are just a few:

- Simplify the work process.
- Enhance work efficiency.
- Enhance customer experience satisfaction.
- Enhance employee work performance.
- Facilitate better staff/team communication.
- Identify the best place to invest your resources.

Here are some steps to create a resource plan for your business:

- Assess the current status of your business.

Determine what your resources are and which are available to you at all times. Look at our current projects to determine what resources will be available and when.

- Track all your projects.

When you have a project that requires people from different departments or contractors, you need tight communication for coordination. Otherwise, there will be a huge mismanagement of resources, time and especially money.

- Match your resource with the task.

No matter the project you are working on, make sure you allocate the right resource for the tasks. You don't want someone working on something they don't have the skill for. Again, you will have a huge mismanagement of resources, time and especially money, not to mention a lack of efficiency.

- Create a timeline and milestones for each project.

With a timeline and milestones, you can allocate and track your resources. You can know, at any given time, how long they will be in use, how much of them are being used and where they are being used. You can manage your resources much better.

- Create project database.

You can put all the information about each project in a database. The database will then allow you to create project analysis reports during the project and when you finish the project. You then have additional resources. The results of the reports can be a reference for your next project which will make it easier to control your resources and time.