

TOP 3

VITAL BUSINESS ACTIONS FOR SUCCESS

by Buzzazz Business Solutions

1) Always Market & Promote

It doesn't matter if you just started your business yesterday or have been in business for 40 years; you need to **ALWAYS** market and promote your business and products or services. This is what all successful companies make sure is happening everyday. Coca-Cola has so many marketing and advertising campaigns happening all the time. We know you are not Coke, but there are affordable marketing and advertising campaigns you can do right now.

Some examples are your website, social media, online advertising, sponsoring a little league team, flyers, direct mail, signage, business cards, networking, etc. The truth is the ways to promote and make your company known are endless. Make sure you keep it in daily!

2) Survey, Survey & Survey Some More

If you are not surveying your market then you are missing a big goldmine of information to better communicate your business and increase your growth. Surveying is the key to a business growing. You need to know what your target market needs and or wants. You need to know how they think. You need to know what will stop them from buying your products or services. You **NEED** to survey every person you can.

3) Speed Is Senior To Perfection

If there is a question whether you should get your client the product the next day after ordering or put a delay on delivering the product until

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next week because an employee thinks the packaging could be improved before being shipped. ***You need to pick the speed!*** Speed pays better than perfection. You should strive to have both as a reality for your business but if it is not perfect yet, continue to improve it while getting the product or service delivered to the client as fast as possible!

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