

B!Z MARKETING

5 TIPS TO BRING YOUR BUSINESS TO LIFE!

SERVICE, SERVICE, SERVICE!

Does your staff really know how to serve your customers?

Whether you have a retail store with multiple front-line staff, or one person answering phones, your staff must be well trained in the art of customer service. Remember: bad news travels fast.

CONSISTENCY IS KING!

Good branding is the ultimate in portraying professionalism. What is the first thing that comes to mind when you think of McDonalds (after the image of a Big Mac) - the gold arches right?

Think BIG with your business, even if it's small right now. Regardless of your field, you need a great brand that singles you out from your competitors.

WATCH YOUR COMPETITORS!

Never be shy about popping into your competitor's place of business to see what they're up to. If they had any sense, they'd be doing it to you!

You may see something they're doing that you can tweak for your own business, or you may walk out with a big smile on your face because there's nothing they're doing that you're not doing better!

BUDDY UP WITH THE MEDIA!

Media reps can be great allies. If you develop a good relationship with your reps, they will often think of you first when an extra special deal is coming up.

Send them articles when you've created something new for your business, or when you've taken part in anything involving your community. Make sure your articles are professionally written, an article is more likely to be printed if it's ready to go.

DON'T BE SHY!

Never be afraid to ask for help – there are many resources and services available to business owners.

For example: if your GST or PAYE is unpaid, ask for a visit from your local IRD representative - they're not as scary as you may think! Be upfront about your taxes - there is no benefit from being on the wrong side of a government agency when you're in business.