



DON'T FORGET THESE BUSINESS BASICS IN 2010





ABOUT POSITUS

www.positusonline.com



Andra L. Watkins CPA CMC

- Certified Management Consultant
- Certified Public Accountant
- Combines right brain creativity with left brain analytics to help you GROW your business





WHO WE GROW

architects

residential realtors

attorneys

retail concerns

manufacturing

advertising firms

commercial realtors

non-profits

hospitality & tourism

engineers

wholesalers

web/graphic design firms





BE DARING.

Try a new approach to marketing.

Go to a new event.

Stop doing something if it doesn't work.

Reach out to a new/different type of client.





BE PROMPT.

One of THE biggest complaints about realtors is tardiness.

Show up early.

Stay late.

Give prompt feedback to clients.





BE PERSONAL.

Pay attention to who's in front of you.

Remember names.

Try to get one memorable thing out of every interaction.

Use names and memorable things again.





BE DISCRIMINATING.

Be alert for signs that someone may be a bad client.

Strategically say “no.”

Make sure your first impression is fair.

Keep the door open for another time.





BE SAVVY.

Know your target market better than anyone else.

Understand when adjustments to target markets are necessary.

Be willing to focus on a new target when it makes sense.

Don't focus on too many different targets at once.





BE FLEXIBLE.

Reach out and grab a good opportunity – no matter when it comes around.

Evaluate what works and what doesn't more often so that you can pivot quickly.

Give clients multiple means of communicating with you and do what seems to suit them.





BE OLD FASHIONED.

Use snail mail to send things that are personal, not cookie cutter.

Write thank you notes in your own hand.

Remember that people think of e-mail today like they thought of voice mail a few years ago; a phone call can move you ahead faster than an e-mail.





BE “TECH-IE”.

Use new marketing tools if they will appeal to your target market.

Find more interesting information to send in an e-newsletter.

Make sure to keep the web site updated.

Engage others if using new media.





BE GRATEFUL.

Recognize people who help you succeed with a small, thoughtful gift.

Thank clients often for choosing to work with you.

Remember that people like to get credit, so give it.





BE POSITIVE.

Positive people want a positive realtor.

Learn to deliver bad news in a positive way.

Positive thinking ultimately yields positive results.





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