

## Recommended solutions from DirectTech for your business

From our experience, most businesses can benefit from these solutions for better performance:

1. Start with a strategic plan. You and your team need to be chasing the same dream. Write it down or find your last business plan. Review it against last year's results. Re-write it. Use it. It's the roadmap to achieving your business objectives. But remember that reaching your goals is more important than the route you take.
2. Ensure that all your managers are using the business plan as their guide to corporate strategy and objectives. Develop personal goals and individual project plans against corporate objectives. Monitor results throughout the year. Include yourself.
3. You're in a competitive business - are you keeping score? Compare your key performance indicators to industry averages and develop a specific action plan to achieve better numbers this year.
4. Evaluate your performance in marketing, sales and customer service. Before you congratulate yourself, ask your customers if they agree. Identify the key areas for improvement. Improve them.
5. Look at your advertising again. Does it work? Remember a few good words are worth a thousand pictures. Pictures attract, but words sell. Re-think it. Re-do it.
6. Assess your level of satisfaction with each of the six P's in your marketing mix - Product, Price, Packaging, Positioning, Placement, and Promotion. Fix what's broken.
7. Assess your corporate image against the biggest and best brands in your business. Look at your literature and your Website. Do you look as good as you really are? Raise your image to a new level. Live up to it.
8. Re-evaluate your website. Are your competitors raising customer expectations? To improve your own results turn the WWW upside down and think MMM - Manage, Market, and Measure. Do it better. Don't wait to be asked.
9. Re-read all your marketing communications. Do they capture the three C's - catchy, clear and concise? Avoid jargon and clichés. Eliminate all the errors in grammar, spelling and punctuation. Use a professional for editing and translation.



10. Review the use of information technologies in your business. Are they part of the solution or part of the problem in productivity and performance? Complete a strategic review of your technology needs using a qualified, objective outside resource before buying the next solution.

Share these ideas with your business associates and use them to accomplish your own business objectives. Also remember that DirectTech Solutions has talented and experienced consultants available to assist if you wish to develop them further.

We hope our input is helpful in achieving your objectives this year.

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