



DID YOU KNOW??

Planning 2016

Planning is a huge part of being successful. Some experts believe if you fail to plan, you fail. Here are some planning strategies that may help guide your success in 2016.

In Reitman's 28 years of business we've come to realize that the ability to take the time to look at your business as a whole, and set goals for how you want to move forward, what motivates you and drives action. Conceptualize where you want to be a year from now. How do you see your business evolving? What can you do to move toward your goals?

And don't mistake having a plan as an inability to be responsive and reactive to change and opportunity. Strong business planning does not prevent you from changing and pivoting, as needed in order to be responsive.

Some thoughts on planning:

1.) What are you doing to market your business?

Think about using social media, newsletters, ads, speciality items etc. These things help drive business. If you're not consistently marketing then your sales cycle will start to fluctuate.

2.) What are your assets?

The resources that you have particularly, your staff, help you make money and are important parts of any business-planning strategies. You need to be really clear about your assets as part of your business planning process. You also need to know what is worth continuing or retaining and what needs to be stopped or changed.

3.) What are your revenue goals?

Look at each of your assets as a category in your business and determine how much revenue you want to generate from each one. And, how does revenue get you to your year-end goal. Some may only require marketing effort that can be delegated to your team members; others may require more of your time. When you look at your assets, your goals, and the time and effort commitment, you will see if the three things work together or is there a gap that you need to overcome.

4.) Consider your time.

You and your key staff are assets. Be clear about your role and the role of your key staff as they relate to what makes your business work and how you generate profit.

HAPPY HOLIDAYS TO YOU AND YOURS.