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What You Don't Know Does Hurt You

By [Gail Zeligky](#)

27 years of experience owning my own successful businesses, in good times and bad, have given me an insight into what makes some businesses grow year after year, and others just meander along, barely making it.

Working with franchisees, each of whom had access to the exact same merchandising, advertising, marketing, buying and operational programs, made me keenly aware that some business owners instinctively know what to do, and some, simply do not.

The ones that 'know' operate from a "Customer-first" orientation. There is nothing they won't do to satisfy their customer base. It is precisely this 'Customer-first' philosophy that drives their business growth.

Your business should be experiencing annual growth. If it is not, perhaps it is time to analyze it – to look hard at your operational, financial, marketing and sales strategies, as well as your overall plan for growth.

- > Is there consistency in what you think you do and what you actually do?
- > Are you keeping pace with the expansion you've projected?
- > Are you constantly considering new ways to develop and grow your business to the next level?
- > Do you constantly Think Sales with every business breath you take?
- > Do you know who your customer are and how to effectively communicate to them?
- > How do you show your customers you value them?
- > Do you understand every line item on your financials?

If you answered no to any or all of these questions, it could be time to re-evaluate your business.

Gail P. Zeligky is the founder and principal of Silver-Robins Consulting, a business performance coaching firm offering both individual and group coaching. Silver-Robins

Consulting helps businesses grow by developing and implementing new sales, marketing and business strategies. The end result is greater revenue and profitability. Gail has 30 years of entrepreneurial experience that offers practical, no-nonsense solutions to the challenges faced by small business owners.

In addition to individual and group coaching, business owners can participate in a Business Performance Roundtable, a peer advisory group format facilitated by Silver-Robins consultants, where participants set realistic goals, focus on priorities and gain objective feedback on the business challenges they face. Only one client per industry may participate.

Silver-Robins Consulting also creates custom-tailored seminars to meet training objectives on sales & marketing, customer service, leadership and management.

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