



**INFINITE**  
POSSIBILITIES

"helping you to get what you want ... in business and life"

# Business Success in "Tough Times"

*Spend up to 60 minutes on any one of these suggestions each day or most days.*

*Use these suggestions to improve your business's success NOW!!!*

Start	Continue	Stop	Assistance
<i>What haven't you been doing that you could be doing now?</i>	<i>What have you been doing that you should keep doing?</i>	<i>What have you been doing that you should cut down now?</i>	<i>Who else can help you and how you can help each other?</i>
<ul style="list-style-type: none"> <li>• Make the decision to survive and take action—think sustainability</li> <li>• Get to know your customers</li> <li>• Become indispensable to your customers</li> <li>• Focus on cash</li> <li>• Raise cash by selling old stock, collecting old debtors, and disposing of fixed assets not needed</li> <li>• Utilise your staff by getting them to do things previously put off</li> <li>• Use budgeting and forecasts to create plans</li> <li>• Assess the risks and manage them</li> </ul>	<ul style="list-style-type: none"> <li>• Review your core business products and/or services</li> <li>• Ensure everything you sell, you pay for, and do contributes to your bottom line</li> <li>• Contact your customers and collect your debts</li> <li>• Focus on profitable/faster moving inventory</li> <li>• Review your staff's effectiveness</li> <li>• Consistently check your actual performance against your budgets and forecasts</li> <li>• Keep an eye on your competitors</li> </ul>	<ul style="list-style-type: none"> <li>• Stop panicking and don't show fear</li> <li>• Don't ignore the changes</li> <li>• Stop focusing solely on income and equity</li> <li>• Stop selling services/products that don't contribute</li> <li>• Ditch marketing that isn't getting results</li> <li>• Get rid of anything that's blocking your marketing channels</li> <li>• Discontinue any unnecessary discretionary spending</li> <li>• Stop holding onto old stock, unused assets, customers who can't pay</li> </ul>	<ul style="list-style-type: none"> <li>• Get expertise from your accountants and/or business mentors</li> <li>• Ask your staff for their ideas</li> <li>• Talk to your customers to find ways you can help them</li> <li>• Negotiate with your suppliers for better deals</li> <li>• Talk to your bank about your finance needs</li> <li>• Talk to IRD about paying your taxes</li> <li>• Form alliances with your suppliers, customers, or competitors to support each other</li> </ul>

***For more ideas on where you could start, continue, stop or find assistance, then call us at Infinite Possibilities NOW!!!***