

Emergence Strong!

SMB Quick Reference Series

Use the Recession to Strengthen Your Business.

Without question, the common response to economic slowdown is to hunker down. To preserve cash, manage inventories tighter, trim expenses, reduce headcount, and take care of current customers. Most businesses have been in this mode for a while now.

There is another response that market leaders take. To be sure, they keep an eye on all the above, but they don't have a 'bunker mentality.' Instead market leaders make selected, strategic investment in the business. They use the slowdown to re-tool the business to take advantage of new opportunity well ahead of the competition and as the economy picks up new steam.

What do they do? Market leaders focus on infrastructure enhancement/upgrades that drive cost out of the business, increase responsiveness and fulfillment capability, and allow the business to more tightly align with the market and customer. Simply put, leading businesses use the 'downtime' to get ready for the next wave.

So what have they been doing?

- **Financial:** Businesses have been consolidating product/service lines, streamlining processes, and shedding unnecessary 'non-core' functions. With the advent of new, online technologies, substantial financial savings have been made. The benefit? A better bottom line and more dollars for key business, product, or services-related investments for differentiation and advantage.
- **Business Processes:** Leading businesses understand that a key asset to revenue and profitability is streamlined and automated business processes. Eliminating costly redundancy and human error while speeding up business responsiveness is accomplished through the introduction of flexible process and workflow technologies. The business is able to quickly adapt and meet new need faster and more profitably than the competition.
- **Marketing/Sales:** As the 'air' the company relies upon, leading organizations integrate technologies that give them intimate understanding of their markets, customers, selling processes, and revenues. The creation of awareness, interest, demand, and revenue is not left up to chance. The result? Increased customer loyalty, faster revenue recovery, and higher profitability.
- **Alliances:** In our network-oriented world, having a 'go it alone' perspective will hinder recovery and growth. Smart businesses use recessionary times to tighten product/service alliances, negotiate better prices and terms, tighten customer-focused processes, and drive collaboration for greater opportunity and customer satisfaction. As a result, the business increases profitability, grows customer loyalty/satisfaction, while creating leveraged demand and revenue.

So, the questions are, "What are you doing to emerge strong from the recession?" and, "Do you have a growth recovery plan?"

Your business can emerge strong by implementing the steps outlined above. The business can be ready to scale, fulfill, and satisfy new demand without compromising profitability.

Quit the 'bunker mentality.' Explore ways you can lead your company to new opportunity, to beat the competition, and to a path where you can retain more profit than ever before. Break free of the recession and become the leader in your market.

Want to know more? Emerge strong with the SMB Suite. A full solution set bringing you all the financial, process/workflow, marketing/sales, and collaboration advantages you need to lead.

The SMB Suite is your answer to eliminating future business risk, lowering your cost, and creating new advantage. Visit: <http://www.getsmb.com> or call 1-800-525-6398.

So, what are you going to do now? Your competition isn't standing still...

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