



The last few years have presented most small business owners with unusual challenges such as natural disasters, the GFC, declining tourism and a high Aussie dollar, just to name a few. As a result, very few business owners are celebrating strong bottom lines.

Sure, it would be easy just to kick back and wait for things to improve, however to remain viable it is essential that business owners reassess their core values, operational systems and goals and get back to basics – the basics of what make businesses succeed.

This is the time to talk to your customers and staff, invite their feedback, promote discussion and ideas, and network to strengthen strategic alliances with other businesses and suppliers and to form new relationships. Do you offer exceptional customer service?

Does the business present better than your competitors? Are you the preferred choice? The answer to all these questions should be yes!

In these times, you can't rely on traditional forms of business coming to your door or website. It's the time to get out and create business. This will not only improve profitability but also the saleability of the business should circumstances change, which often happens without warning.

Too many owners complicate business and lose focus on the most important aspects of all: exceptional customer service, honesty and fair value for money. The skill is filtering through all the information and advice we gather from our service providers, business colleagues and customers, and acting on it. The result will be positive with little expense and increased profits.

The truth is, most business owners make their big money when they sell their business. If you are not getting the basics right, chances are profits will suffer and so will the sale price of your business when it's time to sell.

A handwritten signature in black ink that reads "Rod Russell". The signature is written in a cursive style and is underlined with a single horizontal stroke.