



TIPS FOR BUSINESS SUCCESS

“Success usually comes to those who are too busy to be looking for it.” -- Henry David Thoreau

Most successful business people have something in common -- they practice simple habits for business success daily.

Following the list below, you too can increase your success by starting with some quick tips:

1. Plan.

Get into the habit of detailed planning before embarking on a project. The better you plan, the more likely it will be to achieve your desired results.

2. Hire the right team of people.

Teams play a vital role in business success. Provide your team with a good work environment to allow them to be fully engaged and to help them be more productive.

3. Delegate.

Know the value of working with others and utilizing their talents to achieve common business goals. Delegation is especially important with non-productive tasks like reports and administration, not to mention delegation helps another resource develop or prove their skills at work.

4. Think outside the box.

Highly successful business people are innovative and always seek ways to stay ahead of the competition by thinking differently.

5. Stay on top of technology.

Every day, more and more tools and technologies are being created to make businesses more efficient. Stay current



on technological innovations and be open to implementing new tools in your business.

6. Keep customers top of mind.

Analyze all major decisions that your company makes and try to forecast their impact on customers or clients. A good rule of thumb: if it is not beneficial to them, you might be better off not implementing any changes.

7. Monitor and inspect.

Get in the habit of monitoring and inspecting everything in your business. This will ensure that things are being done on time and to an optimum level of quality. Pay special attention to processes that are key to the success of your business. Measuring allows you to gauge whether or not new ideas are driving the business forward and achieving the milestones set out in the business plan.

HOW TO BE EFFECTIVE AT NETWORKING EVENTS

"The mark of a good conversationalist is not that you can talk a lot. The mark is that you can get others to talk a lot. Thus, good schmoozer's are good listeners, not good talkers." - Guy Kawasaki

Networking is critical for business success.

In this month's edition of InfoPays, we go over some helpful tips on how to do networking right:

1. Choose relevant events.

Be smart about what kind of events you want to spend time attending. Naturally, your events should coincide with your business goals, your customer base, and your stakeholders.

2. Set networking goals.

Always set goals for any networking opportunity. Time is money. Before you enter a networking scenario, try to do your homework on what kind of professionals will be at the event, who you need to meet with and what you want to take away from the experience.

3. Ask questions.

Networking is a two-way street. It is about learning from others as well as helping others learn from you. This is why it is important to ask the right questions. You want to ask open-ended questions and avoid questions that can be answered briefly.

4. Be energetic.

No matter what other events are going on in your life, leave them behind when attending any networking events. Be unfailingly polite and show your best, most positive attitude.

5. Try to make as many introductions as possible.

Do not get drawn into extended conversations. If you click well with someone, suggest following up by email or telephone. It is important to take advantage of the opportunity and connect with as many people as you can to increase your reach.

6. Make yourself a resource to other people.

Being a resource to other people makes you stand out from the crowd. Remember that networking is a win-win situation and that by generously sharing what you know, in addition to creating opportunities for yourself, you create opportunities for others as well.

7. Develop your "pitch".

You should aim to explain who you are and what your company does in 3-4 minutes. This will allow you to meet as many people as possible, and it will also show respect for everyone's agenda for the networking event. It is desirable to come off informational rather than promotional. Being humble and listening to other people's ideas and thoughts is also very important.

8. Follow up.

Follow up with every connection you make. If you want to take it a step further, send handwritten notes. Also, try to share any information or resources that may be of help with their business. Finally, set up additional networking time so you can share ideas and expand on earlier discussions.

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