



## EXTROVERT vs INTROVERT

### HOW THEY THINK



#### TALK TO THINK

Extroverts are verbally inclined. Speaking enables extroverts to work through ideas. Because they verbalize so naturally, chatting comes easily to them.



#### THINK TO TALK

Introverts process the world by thinking through and even writing down thoughts. They require time to carefully process data before responding.

### HOW THEY SOCIALIZE



#### IN A GROUP

Extroverts engage strangers in conversation with ease and are comfortable with diverse people and circumstances. They enjoy social functions.



#### ONE-ON-ONE

Introverts strive for depth in relationships and experience. Rather than socializing with everyone, introverts do best by focusing on a few individuals.

### HOW THEY RE-ENERGIZE



#### ENERGIZE WITH OTHERS

Extroverts gain energy from socializing and get energized by casual conversation. They prefer social interaction over silence.



#### ENERGIZE ALONE

Introverts renew their energy alone or with a close companion. Introverts are inner-directed, and they crave alone time.

## HOW TO GET READY FOR THE HOLIDAY SEASON

*“The best preparation for tomorrow is doing your best today.” -- H. Jackson Brown, Jr.*

The Holiday Season is the most exciting, most highly anticipated time of the year for most businesses because it's a time of increased consumer spending. Parallel to increased spending is the competition for consumer attention as we all get bombarded with messages and offers at every corner. Standing out in the eyes of the customer is a real challenge for most. But don't fret -- there are things that you can start doing today to get better prepared for this busy time of the year.

In this month's InfoPays, we go over several simple strategies that you can employ in your business:

### 1. Review last year for lessons learned.

Before starting any holiday prep work, look at last year's experience. What worked? What didn't work so well? Define and focus your efforts on strategies that were successful, and apply them to this year's efforts as best as you can.

### 2. Track and control your inventory.

What kinds of items or services are your customers looking for? Look at the trends from last year if they are available. Choose the products that will lead your promotions and order early to leave buffer for potential delays.

### 3. Minimize the amount of back-office work.

It pays to be efficient any day of the year, but utilizing your time wisely is crucial during the Holiday Season. A small business should not be spending their valuable time on back-office work when they should focus all their efforts on customers. The Holidays are the time when technology and automated tasks can become a lifesaver. And it doesn't have to be anything major, setting up email reminders or maintaining a calendar of activities can be a good start.



### 4. Stay current on income and expenses.

The pace during the Holidays is more hectic than normal day-to-day business. This usually means bigger workloads and more time required to track money out and money in. Stay organized as much possible. In line with using technology to automate your processes, look for tools and apps that will allow you to snapshot receipts and last minute expenses that may otherwise end up in the garbage.

### 5. Stand out of the crowd.

Have a strategy on how you are going to promote your holiday specials and offers. Are you going to use traditional media like TV, radio, and newspapers? Or perhaps you want to be more cost-effective and target a smaller group through your social media presence. Will you provide incentives to your existing clients? Will you send out holiday cards and little "thank you" notes? The Holidays are a time when it is expected to pause from everyday business and give appreciation to all who make your business possible.

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