



10 Top Tips to growing a successful business

1. Have a flexible plan – and stick to it
2. Focus on profitable sales, not any old sales
3. Avoid “ego-marketing”, you want to sell, not feel good
4. Look out for your critical non-essentials, they are what differentiate you
5. Manage your customer relations, it’s cheaper to keep customers than find them
6. Employ people with potential rather than experience, you can teach them what to do but not how to think and behave
7. Use credit checking - working without is like lending money to a stranger
8. Remember, neither your book-keeper nor your auditor is the FD – so get one
9. Get involved in your business community – you will learn from others
10. **Call me on 01202 427464 now** – don’t be afraid to ask for help, successful companies, both large and small, regularly do so