



TITAN TIMES

The monthly Titan Business Development Group, LLC newsletter
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November, 2011

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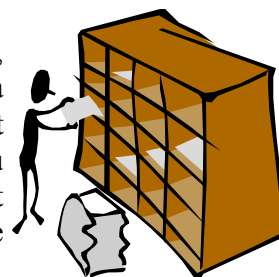
Is Your Business Disorganized?

Let's face it: running a business is not a walk in the park. It requires many skills that most of us do not naturally possess. At the heart of the matter, there is also quite often a degree of discontent stemming from a feeling of disorganization. This disorganization is usually the result of a lack of systems.

In truth, we tend to invariably wing-it in some areas while running a well-oiled machine in others. Every area of your business should have a system - operations, inventory, finance, marketing, sales, customer service and leadership, to name just a few.

The thought of formalizing a system for each area of your business sounds daunting. But it shouldn't be. Taken in bite-size pieces, over a period of time, it is very achievable. We work with our clients on this process quite commonly. The end result, aside from a consistency of activities within their company and a much more deliberate approach to running their business, is a high degree of organization.

The real problem with a lack of organization are the distractions, wasted time and lost opportunities that come from it. Think for a minute about how much brain capacity you use when you must scramble to locate a customer's file or you lose a sale because you failed to follow up with a prospect. It becomes a distraction and it derails you from running your business. The result of being more organized is less stress and a feeling of being in control.



Building systems within your business doesn't need to be a complicated project. In essence, these "systems" simply refer to the development of processes that you can apply consistently to the same situation over and over again. If you would like help in developing or fine-tuning your systems, give us a call. We would be happy to explore working together.

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Generating Leads on LinkedIn



It is no secret that social media has rapidly evolved into a mainstream tool for business and networking. While Facebook, Twitter and Google+ are strong social sites, LinkedIn seems to tilt its scale more towards a business-network orientation.

In fact, 59 percent among of executives from the Fortune 500 companies say LinkedIn is their platform of choice over Facebook or Twitter. This is up from 41 percent who called LinkedIn their most important social account a year earlier, according to a June report by Performics and ROI Research. LinkedIn has more than 100 million members in more than 200 countries, on all seven continents. As of this past June, LinkedIn counted 33.9 million unique visitors, up 63 percent from a year earlier, according to internet analytics firm ComScore.

Market-research firm Lab42 finds that top-level executives and entry-level workers use LinkedIn differently: Younger members use the site mostly to post résumés and network for jobs, while more experienced professionals use it to demonstrate thought leadership and expertise, promote their businesses, conduct market research and--perhaps most important--win new business.

So how might companies LinkedIn it to win new business?

- Target searches for keywords you've identified as central to your business. For example, target titles such as "VP of marketing," specific ZIP codes and company names, to identify key contacts to call or e-mail.
- Track who is looking at your profile and your staff's profiles. You can then research those individuals or companies in more depth and perhaps market yourself or your business to them.
- Research individuals and/or companies you are targeting for potential interaction. Set up a Company Page. Setting up your business as a "company" on LinkedIn isn't going to generate a bunch of leads, but it does give you an opportunity to have a presence on LinkedIn beyond a personal profile to ratchet up your company's charisma. with lots of activity rather than simply lots of members.

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- Discern patterns. Notice who's connected in your industry. Participate in LinkedIn groups catering to your target market in order to engage in conversations with the right people. Seek out groups

Using LinkedIn efficiently does take some focused effort, but it can be well worth it. Of course, be aware that your competitors are also able to apply these same tips and tricks; they are privy to the same social insights that could be giving them inside information about you. Your competition can also notice who you are connecting with, which could tip them off about potential new business you may be seeking to establish or have already established.

Masterful Quotes

Do more than is required. What is the distance between someone who achieves their goals consistently and those who spend their lives and careers merely following? The extra mile.

- Gary Ryan Blair

If you don't drive your business, you will be driven out of business.

- B.C. Forbes



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