

The Titan Times Newsletter

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Masterful Quotes

"Stop chasing the money and start chasing the passion."

-Tony Hsieh

"You can have anything you want if you are willing to give up the belief that you can't have it."

-Robert Anthony

"To change one's life; start immediately. Do it flamboyantly. No exceptions."

-William Hames



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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 should not 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 does not 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 repeatedly. If you would like help in developing or fine-tuning your systems, give us a call. We would be happy to explore working together.



The Cornerstones of Successful Strategic Alliances

Quite often it is who you know. The formation of strategic alliances - well thought out business alliances with the intent of referral exchange - is a solid strategy, especially for service businesses. Below, we offer you some of the cornerstones of a successful strategic alliance campaign:

The Right Attitude: Don't look to form strategic alliances with just anyone. Both you and your strategic alliance partner should be equally benefiting from your relationship. Your attitude should not only be "how can this alliance help me" but also "how can I help my alliance partner".

Targeted Lists: You do not want to focus your efforts on other businesses that mainly serve unrelated customer-markets. You need to carefully choose businesses that deal with almost identical customers to your target market.

Offer: A strong offer will make all the difference. Without one, you can forget about response. This relates to the offer you are making the potential alliance partner as well as the offer you are making to their customers to come and deal with you.

Support from The Other Business: If your ally business gets right behind the idea, you'll have a far better chance of success. If they. You need to get them on board from the start and make sure they approach the relationship with a "this is going to be great" attitude.

Follow Up: Once you have set up an alliance, you need to maintain it. Keep regular contact with the ally business and keep giving them reasons to help you out. Obviously, if you're working hard for them, they'll work hard for you. Do not expect it to be all your own way - there has to be give and take. Of course, this is a small price to pay for a strong alliance - you are gaining a new source of customers, which will undoubtedly cost you less than advertising, direct mail, or flyers. Better yet, the customers come 'referred', which means they come with a good attitude. They will look for the good things about your service and be less suspicious. They are also unlikely to go shopping for better deals. They've heard 'good things' about you, and that means they want to give you every opportunity to please them. As you would be aware, these customers are pretty rare. It is worth working hard to develop an alliance that provides you with a steady stream of them.