



Business Boost: The Three Minute Newsletter

Managing: Change. Change! Change?

In many parts of the country, leaves are changing color, the international business landscape is drastically changing on a daily basis, and politicians are promising wide sweeping change to everyone. There is no escaping it. Like the cool, crisp fall air, change is also in the air.



This is an excellent time for businesses and managers to also consider change. Take a look at your current strategies, client base, or team members and ask yourself:

Change is all around us, what changes can help your company?

'What changes can be made to better reach our goals?'

The answers to this question will provide a number of benefits, including:

- ◆ Ensuring you are taking a fresh look at the business landscape.
- ◆ Demonstrating to the team that change is good and necessary and should be embraced.
- ◆ A foundation to begin planning 2009 strategy and goals.

Embrace change and use it as a springboard to regularly challenge 'the way you have always done things.'

Marketing: Don't Fall Into the Holiday Rush

While September has ended and we enter the 4th quarter of the year, the holidays will be quickly approaching. With the holidays come many 'good will' contacts from companies wishing you 'Happy Holidays'. These thoughts are much appreciated, but frequent in number.

Why not stand out from the crowd? Do something a little different and reach out to your clients and prospects before everyone else does. This is a great time of year to show your appreciation.

Newsletter Spotlight

Are you Engaged?

You should be!

Learn more about the 'Business Intelligence Starter Kit' today.

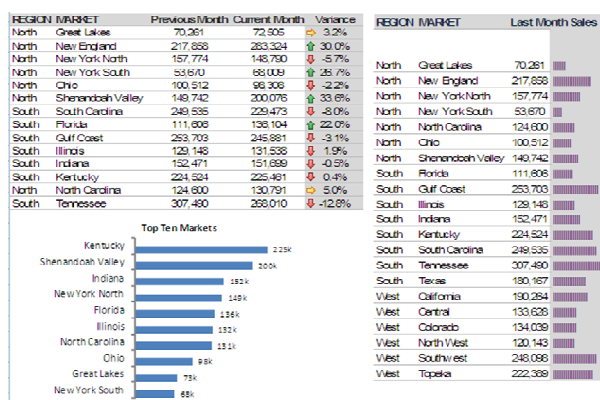
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REGION MARKET	Previous Month	Current Month	Variance	REGION MARKET	Last Month Sales
North	70,361	72,505	3.2%		

year to show your appreciation.

Here are three quick considerations:

1. Send a Halloween themed note or gift expressing your appreciation and desire to meet ahead of the year end rush.
2. Sponsor a local Haunted House that donates all proceeds to charity for a great cause.
3. Establish a food drive asking your clients and prospects if you may place a bin at their location so employees can contribute to those less fortunate as Thanksgiving approaches.



Most organization will respect (and be inclined to do business with) a company that shows a genuine interest in them and the community.

Money: Everyone is Feeling the Pinch



"It's just a moment, this time will pass"
-U2

What a year it has been for the economy. Oil prices skyrocketed and have since plummeted. The financial industry is in turmoil. Companies are closing. Families are foreclosing on homes. It is a depressing time for most everyone.

This is a time when everyone must do a little more to help swing the pendulum towards a positive direction. What can you do to help? Show some compassion!

Understand your clients may be going through a rough stretch personally and professionally now. If it is feasible to do so, make a good will gesture to your clients and/or suppliers. Let them know you understand things are tough and ask them if there is anything you can do to help them. Perhaps you can offer to 'restructure' a previous payment agreement to allow for some more flexibility in the terms. Be proactive and pay invoices in full ahead of due dates to take advantage of discounts. This is a win-win for both sides, discounts for you, improved cash flow for them.

Have patience with slow payments. Keep in mind the prospects and customers hurting today could well be the same buyers when things turn for the better. Don't alien-

prospects and customers hurting today could well be the same buyers when things turn for the better. Don't alienate them, help them realize you understand their position. You may be surprised how strong of a bond you build for the future.

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