

## “Total Job Management system” by Empower

Costing/Quoting, Contact Database, Sales Management, Materials Ordering, Stock Control, Job Profit Analysis, Job Cost Analysis). The “**Total Job Management System**” is developed for custom one off manufacturers including timber joiners, shop fitters, window and door makers, engineers etc.

The “Total Job Management System” by **Empower** will systemise your business, processes and systems used by all your staff involved in administration, sales, project management, materials ordering, inwards goods and general management.

This system will allow you to operate your business with less administration staff and less time because of the system and efficiencies created. It will also substantially eliminate miscommunications, poor costing, poor quoting, poor sales, poor reporting, poor planning, poor job information, poor customer service and rework.

With a good system in place your business will run highly efficiently, at less administration cost, which will enable you to have more time off from your business and potentially operate at far greater profit. And when you come to sell your business, because you have a good system in place and you are operating at far higher profit, your business will sell a lot quicker and at far greater value (which is tax free). -S-

## Improving your business’s financial position

Today’s business climate in print and news media gives dire warnings of financial down-turns, international and national recessions and business closures. In this article I present some ideas to assist business managers to manage the current challenges.

There are three main ways that businesses generally use to improve their financial positions:

1. Increase the number of people buying.
2. Increase your profit per sale.
3. Increase the number of times a customer buys.

**Multiple Marketing Strategies (MMS)** enables you to promote your business in as many different ways as possible, to grow and manage the customers you already have and to create new sales and markets.

### Company image

Revising your company image helps you capture new markets and lifts your profits for long term turnover. Some examples are:

- a) The logo - should reflect your business.
- b) The letterhead and business cards should be clear and not conflict with the image your business stands for.
- c) Emphasise your unique selling point (USP). Major companies still use their USP because it reflects the image they want to promote.
- d) Testimonials – satisfied customers are marketing your business for you.

### Advertising

Advertising is not limited to TV, newspapers and radio. Consider:

- a) Yellow Pages - Still an option for promoting your

business though is now mainly through an online service.

- b) Trade and/or lifestyle magazines.
  - c) Editorial - one of the best ways but you need to have something of real interest for the editor that makes what you do newsworthy or is of interest to the magazine’s readers.
  - d) Brochures – These are about what your company can do for the customer and what your company is all about.
  - e) Catalogue – This is a good option for manufacturers that make a range of products for sale to the general public, or wholesale.
  - f) Flyers – Single sheet advertising best used in letter box drops – useful for local advertising.
  - g) Postcards – Relatively inexpensive, they can convey a message simply and easily and are best used in conjunction with a database geared directly to targeted customers.
- Referral Program** – Getting your current customers to refer your product or service directly to other people.
- Host Partners** - Finding an outside organisation to promote your services within their own customer base opens up the potential for new markets and new ways of working in different sectors.
- Joint Ventures** - Two companies in the same industry but with different products can join forces to create new customers or one company needs the financial support of another company to develop their business.
- Guarantees** - When you guarantee your product it enhances the trustworthiness of your product or service.
- Up selling** - Encouraging the buyer to obtain a better quality or more product or services.
- Website** - A prerequisite in business today – can be

developed using a range of marketing platforms. It is important to convey the right information to the person who is building your site.

**E-marketing** – Emails sent out from a database – very much a numbers game and may be treated as junk mail. This can work against your company image.

**Endorsements** - Great if you can obtain these from public figures. However, many charge for this service.

**Customer survey/ audits** - If structured right they can give you insight to your customer’s motivations to purchase and enable you to tailor your approach and/or develop new products.

### Customer Maintenance Programs

Make sure you have a current database of all those customers that have bought from you as this gives you information about:

- a) what these customers have bought in the past;
- b) when they bought last.

Can form the basis for creating new sales programs as well as developing customer loyalty and retention programs.

### Creating your MMS

Marketing is a constant process which should be reviewed regularly.

Use your current customer base more effectively. Implementing MMS means shifting some of your attention from being product and service focused to developing the unique blend of processes to effectively promote your products or services.

*About the author: Graham White specialises in business growth and change for the small to large business sector nationally and internationally. [www.jbas.com.au](http://www.jbas.com.au)*