

Survive and Thrive

SMB Quick Reference Series

Taking Advantage of Uncertain Times

Mortgage meltdowns. Tightening credit. Increased fuel and material costs. Uncertain market fluctuations. Even talk of 'recession.' All of this seems to characterize our current economic climate.

What's a businessperson to do? The answer is easier than one might think. Adopt a customer-centric strategy that drives opportunity toward you and away from your competitors. Instill confidence in your company, markets, and customers – and watch the dollars flow in your direction.

Start now before everyone discovers these eight strategies for growing the top line – even in uncertain times:

- **Get Close to the Customer:** The "Certified Proven Spender" represents the greatest single asset for obtaining new revenue and profit. They know you and your business and have experienced the benefits you and your company deliver.
- **Be Visible:** It is easy in times like this to solely focus inward and on reducing expenses. Instead, focus on those activities that drive the top line; increase investments in marketing and sales to accelerate incremental revenue growth.
- **Expand Your Offering:** When times are as they are, look to your current product or service and determine how you can disassemble it into a smaller, more tactical offering. The customer is more pragmatic; ensure your offering aligns with this new pragmatism.
- **Find Creative Revenue Opportunities:** Your product or service may have been designed for one type of market or customer. Explore other markets for customers who will benefit just as well. Find these complimentary opportunities and win!
- **Get More Out of Less:** Dig deep into existing technology and systems and demand more from them. Deeply mine customer information that points to new opportunity. Ask more from your internal processes to drive out cost and speed up responsiveness. It's in there... go get it!
- **Be Creative:** Identify new and innovative ways you can take care of your customers, lower your costs, and increase sales. Find new ways to approach your markets and overcome competitive pressures. Don't assume that what made you successful in the past is what will lead you to new success.
- **Maniacal Focus:** Look for ways to shed 'non-critical' business functions by outsourcing them to others – allowing you to focus on what you do best. Shed high-cost, 'non-core' processes to external experts, allowing you to shed financial risk and improve service delivery.
- **Be Positive:** In uncertain times, your employees, markets, prospects, and customers are looking to you to help them see beyond today. Surround yourself with positive people and customers.

Your business can easily and quickly achieve each of these strategies with the SMB Suite from NextCorp. We'll show you how to thrive during these uncertain times – leading your market, prospects, and customers to a new and certain future.

As a fully turnkey solution provider, NextCorp and the SMB Suite ensures that you're getting the most out of your technology investments, that you've the information you need to service your customers better than ever before, and that you have the tools you need to expand your offering and creativity to attract new opportunity.

Discover how you can achieve these strategies with NextCorp and the SMB Suite by simply visiting: <http://www.getsmb.com> or by calling 1-800-525-NEXT.

Best in class and cost effective business acceleration is one call or click away! Go ahead. You have nothing to lose and everything to gain!

1-888-525-6398

©2008 NextCorp, LTD.

www.smbsuite.com

