

Round Table Discussion

Business Development

- What tools and methods are used to promote your business?
- How do you evaluate your market place and determine:
 - Future products and/or ancillary services
 - Potential trends and threats
 - Whom you should market your services to
- How do you determine your budget for promoting your business?
- What do your referral sources need from you?
- How do you keep your referral sources informed of new products and trends in the market?
- What resources from manufacturers and other sources are most useful in developing your business?
- How often do you find it necessary to promote your business by visiting your referral sources in person?
- Is it OK to “test the waters” with a product or should you only go “all or nothing?”
- In what way do your current clients determine how you promote or add new products or services to your business?
- How do you promote products to your current clients?

Contracting

- What resources are used in determining what companies to pursue for contracts?
- What is the easiest way to get a contact name?
- How and what do you have prepared when pursuing a contract? What facts, figures, and credentials do you present?
- What steps are necessary to get a contract?
- What are the desired terms?
- Tips for being persuasive when you must be an advocate for your store and/or your clients.
- Do you counter...how much do you give in?
- When is it necessary to decline a contract and should you?
- What standards do you set with your contracts?
- What kind of contract is the best for your business? Percentage off billed? Flat rate? Other?
- How do you get the word out that you are now a network provider?
- When is enough...enough! When should you cancel a contract or try to re-negotiate terms?

Round Table Discussion

INSIDE SALES

EMPLOYEES

- Do you use incentive programs for your employees? Which have worked the best?
- Are employees trained for cross-selling products?
- Do you upgrade training?
- Do you have regular employee meeting to discuss new products?
- Have you evaluated your employees' people skills?
- How are your customers greeted? First impressions count!

MERCHANDISING / DISPLAY

- Do you try to group similar products together?
- Do you place impulse items near the wrap counter?
- Do you use a "resource center" for vendor brochures?
- Do you use bag stuffers for announcing promotions or new product lines?
- Have you evaluated the traffic pattern in your business?
- Have you changed your displays on a regular basis?
- Have you developed a distinctive image? Logo, colors, catchphrase?

OUTSIDE SALES

- Do you take advantage of vendor personalized prescriptions? Brochures?
- Do you know your market?
- Do you keep records of referral sources and check with them a regular basis?
- Do you send reminder cards to clients?
- Do you market to specialty groups?
- What printing materials have worked best for you?
- Have you seen a trend away from print advertising? What else has worked?
- Have you hosted open houses or support group meetings in your business?
- Do you participate in meetings elsewhere?
- Are you using email to keep in touch with your clients?
- Are you using Social networks such as Facebook?