



Management Tools

Increasing Sales and Profitability in 2006!



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Well, it's December and we are approaching another new year. I hope 2005 was a good year for you. Now it is time to look forward into the New Year and set goals. It is also a great time to look back at the strategies that worked in 2005 and analyze those that didn't – so that we do not repeat them.

Here are a few questions that you may want to ask yourself in reviewing 2005:

In reviewing 2005...	Assess		Action plan
	What did we do in 2005?	What will we do in 2006?	For increased sales & profitability
Did I reach my sales and profit targets?			
Did I spend time in my business or did I invest time in my business this year?			
Did I work on any personal and/or professional development over the last year?			
Did I implement new procedures that have increased my productivity and efficiencies?			
Did I make time to participate in professional training to assess new ways to build on my knowledge and skills?			
Did I invest in any new equipment, software or computer equipment to increase my productivity?			
Am I maximizing the relationships with my supplier partners?			
Did I control expenses?			

Remember the old saying that states that if we continue to keep doing things the same way, we will continue to get the same results, whether positive or negative.

I really don't know any successful business people that are satisfied with the status quo. Success takes planning, so take charge of your success in 2006. Prioritize goals and focus on ones that will help you achieve your desired sales and profit expectations.

Here are a few things to consider:

Increasing profits through personal & professional development

- Did you take the time to invest in customer service and sales training?

- Could you cross-train some team members with the necessary skills to help spread out the workload?
- Could you help others become more productive and profitable?

Cost containment

Tips on cutting down on waste:

- Hold meetings to communicate with team members to discuss the awareness of the cost of inflationary pressure on energy and how they can cut back on consumption.
- Check if you are making unnecessary long distance phone charges.
- Discuss the impact that these increased variable expenses can have on the health of the business and the bottom line.

Investing in the Business

Do you have a handle on your business?

- The rise of the Internet and the ability to communicate with customers and business partners – are you using this technology?
- Assess your sophistication levels on computers – invest in training.
- Consider increasing your profitability and efficiencies with the purchase of a new piece of equipment or computer. Interest rates are still extremely low. Consider the Return on Investment.
- Have internal meetings communicating company objectives and goal setting initiatives.
- Verify organizational skills planning, and prioritizing – tighten-up organizational procedures.

Maximizing relationships and supplier partnerships to increase profitability

I encourage you to look in to 2006 with the following outlook: have you collaborated with supplier partners to assess all that they have to offer rather than just price? Remember, they truly do have your success in mind because your success means their success.

Collaborate with supplier partners to develop sales and profitability – develop specific action plans

Thank you to all the people that supported Excel Sales Consulting throughout 2005! Your business is sincerely appreciated!

All the best to everyone for a happy holiday season and healthy and prosperous New Year. **CASP**