

## The “Big Four” – Maximizing Business Revenue

In California history, the “Big Four” was Collins Huntington, Leland Stanford, Charles Crocker and Mark Hopkins, and there are other “Big Four” references in business and history. Our Big Four to achieve your revenue goals and what should be the Big Four for your company to achieve its top sales of products or services in any economic environment are:

1) **Customer Service** versus "Disservice" as I have called it for all too many companies are a "lost art." There are so many ways to improve how you treat prospective and existing customers, from pleasant and efficient one-on-one interactions to using call centers that actually do handle calls in a manner that doesn't frustrate the customers by not listening to their concerns when customer service reps stay in unwavering "boxes" or having them navigate “voice prompt purgatory” to even get a person.

2) **Sales** – Of course, sales strategies and effort vary by the type of business and the size of the business, but it is clear improving sales are driven by great marketing and public relations efforts and sold customers are lost through customer disservice. Therefore, a great sales organization is only as good as the entire organization, not just the quality of the company's products/services.

3) **Marketing** – In today's economic environment, particularly with consumers holding on to their cash due to recession related fears, marketing efforts must focus on creating value for consumers and clients, establishing a true need for products/services and alleviating or lessening consumer economic fears. Creative marketing solutions are critical within tightening marketing budgets and to reach consumers and clients in a different manner than your competitors. The Internet is one solution, but personal, one-on-one interaction remains a must and strategic partnerships are often virtually neglected by many.

4) **Public Relations**- Establishing your product or service as an affordable and quality brand is always paramount in public relations efforts. How can your company change your targeted audience's perceptions into a new reality about the benefits and offerings of your company?

These “Big Four” which have only been summarized above must be synergetic and need to involve the entire company and virtually all its departments to some degree in addition to obtaining outside perspectives to reinvent how your company conducts. We always have room for improvement and companies that strive to be the best always make extra effort to reach their customers as well as provide quality products and services. Even tweaking and slight improvements in various areas of the collective "Big Four" can increase sales, and with often-tight margins, increase the bottom line more proportionally to the improved sales margins.

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