

NEW OFFICE PHONE NUMBERS

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"Singleness of purpose is one of the chief essentials for success in life, no matter what may be one's aim."

John D. Rockefeller, Jr. (1874-1960)

SIGNS YOUR STRATEGY DOESN'T WORK

Healthy, sustainable businesses have a clear strategic direction.

If your strategy is focused, all the efforts within your business are much more likely to be successful. If not, your business is squandering its resources on the wrong efforts and missing opportunities to grow.

Here are some tell tale signs that your business strategy isn't clear.

- Your brochure makes no sense, not even to you. After showing it to a potential client, you find yourself chattering away to explain what it means.
- Your Web site is confusing. Few people click past your home page or bother to e-mail you. Your clients give you a blank look when asked how they like it.
- Your closest friends can't give you good referrals.
- Your spouse can't explain what you do for a living. When asked by her friends or associates about your business, she turns to you to explain it correctly.
- Your customers don't know that you're better than the competition. When you describe all the new features that your competitors don't offer, your customers don't seem to react at all.
- You don't give the same answer twice when asked what your business does. You hear yourself sound like a politician moving from one special-interest fundraiser to the next.
- When your employees are asked what your business does, no two give the same answer.

WE CAN HELP!

For more information about how the Forsyths team can help you set and implement a successful business strategy please contact your local office today.

The material and contents provided in this publication are informative in nature only. It is not intended to be advice and you should not act specifically on the basis of this information alone. If expert assistance is required, please contact your local Forsyths office.