



Alternative Growth

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P/Strada, LLC

To Think. To Plan. To Win.

Why Are Customers Leaving And What To Do About It!

Companies that are successful over for the long-term, have something in common. These businesses understand that their customer's needs change over time and they must continually update their services and products. When a company decides to stay in a holding pattern, it will lose customers over the course of time.

Why Are Your Customers Leaving?

It is your job as a CEO to understand what people need. If you notice that sales are down, you can't necessarily assume that it is due to a down economy. Sure, the economy will certainly affect some businesses harder than others. However, people are still spending money. There is only so far you can take that logic.



That is why you need to answer these questions before jumping to conclusions as to why your customers are leaving:

- Do you have a customer intelligence plan?
- Do you understand the needs of your customers?
- Is there a problem with the service customers are receiving?

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Organizing By Priority

A Time Management Skill To Help You Be More Productive

Get in the habit of organizing and prioritizing your day. You will become **more** productive. This is a proven simple way to saving time, being organized, and increasing productivity.

Before leaving the office for the day, or first thing the next morning, make a list of everything that needs to be done. Next, prioritize your list.

Give each one an A, B, C, D or E priority mark.

A – Must be done first – very important. Serious consequences if you do not get it done. Often this is a task you don't want to do and have procrastinated to get done. Think about the sense of accomplishment you will have once it is complete. In addition, you get to check it off your list.

B – A 'should do' task with mild consequences. (Never do a **B** task before **A** tasks are done)

C – Nice to do, but no consequences whether you do it or not. Has little or no affect in your work life. (Most people spend half of their time here)

D – Something you can delegate. This frees up your time to work on the **A** tasks.

E – Eliminate all together and it makes absolutely no difference. It may have been a higher priority task previously but is no longer important.

Remember, not everything has to be done today.

However, if you have several **A** tasks, give them a priority too. A1, A2, A3, etc... A1 being the most important and the task you should tackle first.

Practice discipline and start working on your **A** tasks right away. **Focus on results.... Not activity.** ♦

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One Minute Ideas



Patrice Manuel, CEO/Senior Principal of P/Strada, LLC

Ten Tips For Maintaining Motivation

1. Always measure your progress.
2. Get enough rest.
3. Avoid sugar.
4. Imagine yourself at your goal.
5. Find a role model.
6. List the activity's or goal's benefits.
7. Keep a journal of past accomplishments.
8. Take small steps.
9. Find a partner, coach, or mentor.
10. Tell yourself quitting is not an option.

Maintaining motivation can be challenging for your team members and employees too. Help them maintain their motivation by sending these tips to them. ♦

“Success is a lousy teacher. It seduces smart people into thinking they can't lose.”
~ Bill Gates



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- Where is the breakdown in communication between you and your customer base?

Once you have an understanding of why your customers are not coming back, you can address the issues. If it simply is due to a down economy, then you need to take that into consideration as you make decisions of what products and services you will offer.

If You Are Not Growing, You Are Dying

Businesses that are still operating today the same way they did when they opened their doors, are the ones that will have a short life. If you are not growing and changing, as a company, you will die.



When it comes to going through these different changes and stages, you will need to plan ahead. Here are some questions you will need to address to get through the stages of growth.

- Do employees understand the different stages of growth?
- How can you lead your team to feel excited about the coming changes?
- Are the stages of growth affecting your ability to serve customers?
- How will you keep customer service going during the different phases?



Time Will Make a Difference

It will take time in order for your business to go through the different stages. There will be times of chaos and disorganization. However, it is vital to the long-term status of your business that you do what is necessary to make the changes.

- Understand the amount of time it will take to implement new products and services
- Look ahead to challenges you will face in the coming months
- Re-evaluate where you are at each turn to ensure you stay on track

When you are growing and changing with the consumer market, your business will stay relevant and successful. It is important that you understand customer's needs and make the changes necessary to meet the needs. ♦

~ Written for us by our associate Gary Sorrell, Sorrell Associates, LLC. Copyright protected. All rights reserved.

PROJECTS AT A GLANCE

Color-code your calendar so you can tell at a glance the status of projects or assignments. Examples: **Red** ink for high-priority items that day; **blue** for anticipated project deadlines; **green** for following up other people's work; **black** for daily scheduled work. ♦

