

A weekly message to help your organization achieve

MAXIMUM...

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MAXFACT #68

“Before beginning, plan carefully.”

– Marcus Tullius Cicero

The phrase, “point, shoot, aim” comes to mind. How many of us go into every new year with great plans for change and improvement, then fail to make it happen?

Will this be THE year that you stop, build a plan, commit to the plan AND hold yourself accountable to live the plan? Only you know the answer.

If you have questions or comments about today's

Contact message, please contact us.

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Business is still a “contact sport” regardless of how busy you are each day.

This is a great week to catch your breath and build a plan for making contact with your customers in 2011.

Personal visits seem to be decreasing in necessity. But with the increasing use of email, social media, texts and phone calls, it is even more vital to stay “top of mind” with the key source of your company’s revenue.

Take this week to create a communications template that can be applied to your book of customers. Include all of the aforementioned methods to reach out. Apply that plan to a calendar, then follow the plan.

By June, you can review your progress and assess whether your plan is working to your advantage or requires some adjustment.

Ponder This...

If you aren't there, someone else will be.

From all of us at MAXIMUM Business Consulting, we wish you a Happy New Year filled with health, happiness and prosperity!