

## 8 Days to Small Business Success

This is **Small Business Week** in Canada and it made me think of what it takes to have a successful small business. Actually this applies to any size business because in a larger business it just happens on a bigger scale with more people. You may be asking why is the title 8 Days to Business Success when if you look at my list there are only 7 days. This is because entrepreneurs are always short of time to get everything done and yet there is an essential activity that needs to happen weekly even though there never seems to be time for it. We usually do this activity on the fly, while driving the car, waiting in line, eating, etc. The activity I am talking about is **creative use of one's imagination towards realization of a big goal, dream or mission**. In today's world with rapid change and globalization, this requires spending time researching and learning, keeping up to date on trends and developments in the world and marketplace so strategic decisions can be made. This is why I used 8 days because we need to find that elusive time and fit it into our 7 day week.

### 1. Sunday

Rest and recreation. After dinner, take 30 minutes to make plans for the week and set key goals.

### 2. Monday

In morning, review key goals and block time in your agenda for action on goals. In the afternoon make contacts with prospective and current customers.

### 3. Tuesday

Meet prospects and customers to build relationships and explore new opportunities. Generate interest in your products or services.

### 4. Wednesday

Make presentations to your prospects and customers to make new sales. Handle objections and ask for action!

### 5. Thursday

Follow-up on contacts made and outstanding proposals, process orders and arrange for delivery of products or services.

6. **Friday**

Review finances and take care of administrative tasks.

7. **Saturday**

Celebrate your success and go shopping. Time required, **ALL DAY!**

These 7 essential tips must be implemented as an integral part of your business, in order to ensure success.

Of course, these activities may not happen on the days described above and can vary from day to day,

but they all **need** to happen consistently, every week.

Stop for a few minutes now and think about how well and often these activities are being done and decide what needs to improve. The success or failure of all small businesses is associated with the performance of these crucial activities. Pay close attention to them and ensure your success for the future.

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