Important Tips to Keep Your Business Rolling Even During off Seasons by Mark D

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Are you into marketing a product or service? Have you ever wondered how some marketing people are able to generate huge sales every month? The success of any product depends upon how many people are actually into the process of selling it and how many referrals they have under them. Normally we put our marketing and networking efforts into high gear, going to several meetings a week, trying to get things cranked up instantly. The expected result is increased business and increased profits. Every product has its own peak and low seasons. Even a best entertainment package like Verizon FiOS Bundles is sold in less number during off seasons but that does not mean that they are not promoting their products at that time.

Eventually when we stop active networking due to various reasons like Vacation, off season or even out of stock, we gradually lose contact with those we have been making and asking for referrals as they begin to feel as if we are not interested in them any longer. When this happens, they may look for someone else to refer when that target prospect comes along. Of course we get back to the market again we will be seeing some of the same people that were there before, but there are also a lot of new faces as well. Because we had slacked off from our promotion efforts, we were not there to greet the new faces as they started their new business. So the people who have a balanced networking and marketing strategy are there to greet them.

These are the people who have businesses that seem to be growing. They have marketing and networking plan that is consistent year round. When many businesses are experiencing that new business rush in the spring, these business owners are ready to absorb the new business with new employees or temporary help. They realize that to maintain growth means to be ready for any upswing in the economy that could propel their business to the next level. So how do we accomplish this? First we have to plan for growth. Have a system ready for when you have more business than you can handle so that there is a help you can call when needed. This is managed by building relationships with temp agencies, headhunters, and placement firms. Hire people on a contractor basis if necessary. This saves money on benefits and salaries when thing are a bit slower. It also reduces the amount of paperwork when it comes to payroll processing and taxes.

Next, develop a plan for networking that is manageable. Set a goal for the amount of meetings that you would attend when business is just OK and stick to it when business gets better. Attend functions year round, even during the holiday seasons. Plan vacations when necessary, but don't assume that everyone is going on vacation simply because it is summer. Most people have to accommodate the schedules of others and entire companies usually do not go on vacation at the same time. Notice that larger corporations always have staff on hand to do business while an employee is on vacation. Also take note that large corporations do not stop promoting just because it is the month of July or December. They are consistent year round.

The lesson here is that, if you want to grow into a large company, take a look at what large companies do. Emulate them if they are successful and you may be able to duplicate their success. You must be constantly marketing, networking and promoting to ensure consistent business year round. If you decide to slack off now because business is good, I guarantee that when autumn comes you will be working twice as hard to get things going again. If, on the other hand, you keep on consistently marketing the way you did when times were slow, you should be able to experience the growth of both your company and your bank account during the entire year.

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Mark D - About Author:
Being a freelance writer and active blogger, I like sharing my thoughts with rest of the world over internet and source out some great home service deals like a Verizon FiOS Bundles. Even though a vacation or a break is important, you should make sure that your marketing efforts are not paused during that time.

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