

Success in the 21st Century

Are you still using a 20th century business model? Success in the 21st century requires a different kind of thinking. Families have changed, so have their communities. The new needs of families and communities have created new opportunities for businesses.

Success requires becoming adept with innovative methods of collaborating, networking, and marketing. We can help you create, develop, implement, and test a customized business model. It will suit your organizational culture, industry, and community. It will also raise the profile of your business as a provider of outstanding products and services.

Let us bring our combined expertise in social research and strategic planning to your business. We offer a complimentary consultation and a customized proposal. Contact us today for your own.

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Rizzardini and Snell

Business Unusually



Buffalo Grove and Oak Park
<http://www.businessunusually.com>

What makes your business special?

- **Products** are more than revenue-producing objects; they reveal your knowledge, sensibilities, and/or tastes. They embody your reputation. How do your offerings differentiate your business? Are your products meeting your customers' needs?
- **Relationships** are important to your future success. The development of loyalty to your business not just to the brands you sell will give you greater flexibility and profitability.
- **Service** to your customers will build the relationships crucial to your success. How can you provide the attention that assures your customers will return again and again? Even more, what will encourage your customers to tell other people how special you are?
- **Marketing** is necessary to reach and inform all of your potential customers. Paid advertising must provide a return on your investment. Even free opportunities require an investment of time and effort. Are they building your brand? Who are they reaching? Are they increasing sales? Research answers these questions. It also permits your customers to give you compliments and suggestions.

Collaboration

- **Contracts** enable the purchase of advertising, and accounting, security, and block beautification services together by small, local businesses.
- **Management** of communal promotions, security, and amenities must be formally structured .
- **Budgeting** together for future expenses permits the expansion of promotional efforts, products and services, and local amenities.

Formal Networking

- A **customer community** is essential. Casual contacts with shoppers must be replaced with established relationships. Your business must become a destination for your customers or clients.

Web Presence

- **Contact** information, business hours, location maps, and customer service can be effectively provided all day each day on a web site. Reservations, appointments, complaints, and orders can all be logged automatically.
- **Internet malls** economically provide advertising and online sales to small businesses. They encourage customers to shop on main street again by developing identities for a block of stores.
- **Global sales** are achieved even by small, local businesses through internet marketing. The costs of direct mail catalogs are eliminated. Customers often pay the costs of shipping, too.

Strategic Planning

Survival of the fittest" is the phrase coined by philosopher Herbert Spencer in summarizing the work of noted scientist Charles Darwin. How appropriate this phrase in describing our customer service strategy. In business, you have to know your customers and focus all of your efforts upon them. We can bring our successes in the nonprofit sector to your for profit business. A customer-focused plan will stabilize your business, make it more competitive, and increase your sales and profits.

Please introduce us to your business.

Of course, we want to talk with you in person, but please acquaint us with your work. We'll be better prepared to ask our questions and answer your questions.

How would you describe your business? _____

When is the best time to contact you by telephone?
(Check all that apply.)

- Monday
 Tuesday
 Wednesday
 Thursday
 Friday
 Saturday
 Sunday
 Morning
 Afternoon
 Evening

How many people do you serve annually? _____

Does your business have formal short and long term goals and objectives?

Yes No

Comments:

Name _____

Address _____

Phone _____

E-mail _____

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