

# 5 top tips for your business

# Introduction to Enterprise Gateways



- Clarity
- Options
- Confidence

# What we will do

- Be aware of what is important
- Know what is possible
- Plan how to get there

# Tip one- what do you want?

- Pair up with a neighbour
- Use the prompt sheet
- Get a clear sense of the job you are creating

# Tip two- who are your customers?

- Allow several types of customer
- Consider each in turn and describe them in detail
- Make sure you can spot them
- Check that what you do is relevant to them
- Consider their spending habits

# Tip three- workout the numbers

- Add up overheads
- Workout your profit margin
- Find the breakeven point

# Tipfour- telltheworld

- Brandimage
- Keymessages
- Waystospreadthemessage
- UsePR

# Tip five- stay in control

- Decide what is important to know
- Monitor it

# Summary

- Consider the tips in order
- Know the rules, but play it your way
- Stay alert and respond decisively

Check that you are now more:

- aware of what is important for you
- aware of what is possible for you
- able to plan how to get there

# Thank you for your input

## Call us to discuss the next steps

08454586456

Ed Beckmann