



Hello!
We hope you enjoy our June issue.

Go for it! Quote

"Some people try to find things in this game that don't exist, but football is only two things – blocking and tackling."
- Vince Lombardi

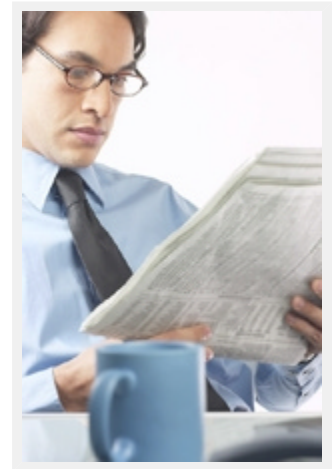
Pass it on

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Business owners and organization leaders: Be the best at what you do best

Business owners and organization leaders are starting to get cautiously excited again. Economic reports are a bit more encouraging, consumers are starting to spend a little again, and there is more optimism in the air.

What I'm hearing from some of my clients is that there is confusion alongside this excitement. Where do we go now? Should we try this? Should we try that? Now THAT looks really exciting.



Woah.

Let me reign you in for just a moment to give you an important message. This may NOT be the best the time to chase the next biggest thing, no matter how bright and shiny it looks.

In this still-tentative economy, in these easy-living summer months, now is the best time to get back to basics and focus on being the best at what you do best.

Back to basics

This has been a rough time and no doubt it exposed some of your organization's vulnerabilities - and you may not have wanted to see them. So while it's tempting to distract yourself with some new undertaking, I suggest that you take a deeper look at what you and your business are trying to accomplish each day.

Communications and customer service are two basics that can always use some attention. One company I just started working with has been trying to save money by getting away from direct mail and prospecting calls. Yes, they're being more efficient with their resources, but at the same time they didn't create a well thought out strategy to maintain personal and regular contact with current and potentially new clients. As a result, they're struggling to maintain current client relationships and also not bringing in what they need for new business.

So I've been asking their sales people each week, "How are you reaching out to your current customers?" Wanting to remind them of the importance of using customer service to keep relationships strong and protect their base of current clients. It's about going above and beyond the call of duty; it's about reaching out AND listening; it's about expressing your appreciation for their business and their loyalty.

Above all, people do business with people they know, like and trust. They may deviate and perhaps have even taken the "cheap" route out of fear of the economy, but if you've tended the relationship they will come back.

Be the best at what you do best

Business is probably down for you, and it's down for everybody else. That's why you need to stay focused on what sets you apart. It may not be the most glamorous or newest thing, but it's solid and consistent and your customers can count on it.

And as we talked about last month, it's not enough to just be your best, you also have to sometimes toot your own horn a bit and do some self-marketing. You need to remind everyone what your strengths are and what makes you special.

So if your business is a well-oiled machine, your work culture is positive, everything is running smoothly and your customers are confident and loyal, then go ahead and carefully venture off into a new direction. Otherwise, take some time now and get back to the basics.

Making a commitment

What are you willing to commit to getting done in the next month, by the time you open up your copy of next month's newsletter? Make that promise to yourself, and if you really want to achieve it, commit it to someone else as well.

Would you like to sit down with me for a few minutes and get started on your daily, weekly and monthly actions? Visit my website today to send me a message and we'll coordinate a time that works best for both of us to focus on what's best for you.

Keeping the Main Thing the Main Thing. Go For It!



For over 15 years, Mark Ford has been assisting top level executives and business leaders increase individual and organizational performance, as well as improve communication, leadership and motivation.

As a successful coach, speaker, trainer and consultant, Mark empowers his clients to be the heroes of their own lives, find their true path, define their own success, live with passion, and make this life count.

Executive and Leader Coaching • Management Development • Marketing •
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Management • Media Relations

FFG Consulting LLC

PO Box 529, Glenwood, IA 51534
712.527.0787