Seven Secrets of Successful Small Businesses

Presented by

• **Steve Strauss** – Lawyer, Author and “Small Business & Entrepreneurship” Columnist for USA Today, P&G Professional Advisory Council Member

• **Greg Elmore** – Customer Business Development Manager, P&G Professional
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In this 60-minute webinar, attendees will:

• Learn seven key traits of the most successful small businesses
• Gather practical and easy-to-follow advice to help set themselves apart from the competition and achieve their very best
P&G Professional™

Presents

Steve Strauss
“Small Business & Entrepreneurship” Columnist for USA Today,
P&G Professional Advisory Council Member
Not All Small Businesses are Created Equal
7 Secrets of Great Small Businesses
1. Every Experience *Does* Count!

- Experiences, good and bad alike, create lasting impressions in the minds of customers.
- They become the filter by which you are viewed.
- Thus, for most customers, branding takes place in an instant.
Your Business Brand

• What customers think when they think of you is your brand.
• It is your name, reputation, products, service, slogan, and business personality - all rolled into one
• 3 seconds is all you got!
Benefits of a Great Brand

• More Income Potential
• Consistent Business
• An Aura of Success
• Credibility
• Top of Mind
• Perceived Value
• Different, Better
What Branding is Not

- It is not just for large corporations
- It is not about fame
- It is not about inauthenticity
What is Your X Factor?

• What is it you do that is unique, different and special?
• How does this differentiate you from the crowd?
• Advantage: It’s not just about offering bargains
7 Secrets to Creating a Memorable Brand

1. Assess your brand today
2. Decide what you want it to be
3. Determine your unique characteristic
4. Decide on your lead attribute
5. See with whom you can co-brand
6. Choose your tools
7. Launch your campaign
2. Great Small Businesses Sweat the Small Stuff

1. “It’s the little details that are vital. Little things make big things happen.” -- John Wooden

2. The lesson of the trim tab
3. Focus on the 80-20 Rule

- The basis for the rule
- Applications, generally
  - Top 20% employees
  - Top 20% web pages
  - Top 20% products
- Most important application: Your current customers

80-20
80–20 Tips

• In this economy, new customers are out there

• People are looking:
  – For extra value
  – To be appreciated
  – For excellence

• Loyalty may be trumped by:
  – Bargains
  – Other benefits

• The 3 types of customers

• Process:
  – Choose your marketing tools, new and old alike
  – Launch
  – Rinse, repeat
  – Review
Tools

- Website
- Social Media
- Products
- Service
- Networking
- Business Card
- Signs
- E-newsletter
- E-mail
- Advertising

The World's Worst Website

Welcome to the World's Worst Website!

This website was designed to graphically demonstrate the most common mistakes made by new Web Page designers.

- Gratuitous use of frames is a common mistake of web designers.
- Many older browsers do not support frames. They disrupt the flow of the website and can be difficult to navigate when a page may appear when a link is clicked.
- Click here for an example of a frame page which is opening in the wrong window. Use your browser's Back button to escape.
- If you must use frames, use the tag whose target is _blank_ to ensure that a new window will open in a new window.
- Check out these links to websites whose opinions about frames is still evident:
  - The "I Hate Frames" Frames Page
  - Another I Hate Frames Page
  - The International I Hate Frames Club
  - Why Frames Suck (Most of the Time)

- Welcome To My Website

- Keep your backgrounds simple. White or light colors usually work best.
- Your background should not compete with the content of the page for the users attention. If you would like to use a background picture, select a picture that uses muted colors or format your picture as a watermark.
- Select text colors which will contrast well with the background picture.

- Excessive use of animation: Aggressive use of animation can be distracting when used excessively. Tint should be no more than one animated object in your view at any time. Also in this category are excessive, large, flashing & obnoxious advertisements.
Branding Tools Drilldown: Create a Sticky Site

- Video
- Blogs are SEO, and customer, friendly
- E-newsletters
- Forums, polls and surveys
- User-created content
- Remember: Content is King!
Brand Tools Drilldown: Social Media
The Word-of-Mouth Today

• **CONS of Social Media**
  - Time consuming
  - Nebulous results
  - Mistaking activity for results

• **PROS of Social Media**
  - Branding
  - New relationships
  - “Free”
  - BEST of all: It’s today’s word of mouth
5. Good is the Enemy of Great

“In your life you only get to do so many things and right now we’ve chosen to do this, so let’s make it great.”

-- Steve Jobs
Good vs. Great

How can you be great?
6. They Involve Their Employees

Survey says!
7. Great Small Businesses Know it is About More Than Making Money

• They want to make a difference

• They want to create an exceptional experience for their customers.

• They want to create a business that brings value to themselves, their team and their customers.
1. Every Experience Counts
2. Take Care of the Small Stuff
3. Use the 80-20 Rule
4. Market Your Business
5. Work to be the Best
6. Involve Your Employees
7. Have a Vision
• Understand the Value of a Good Experience
• Understand the Impact of a First Impression
• Understand the Need for Trusted, Effective Products that Deliver Value and Results You Can Believe in
• Understand that Having the Right Tools are Critical to your Productivity
• Understand that Being Equipped is Essential to your Business
Trusted Brands for Your Small Business

- Trusted brands that both your employees and customers recognize and use
- Simple, safe and effective products for every cleaning solution needed for your business
- Designed to be convenient and productive to help you be successful
First Impression may not be what you see…

but what you smell!

Full-Line of Odor Eliminating Products:

*Febreze Air Effects*: Clears away stifling odors with light, fresh scents and patented binding technology locks onto odor molecule

*Febreze Fabric Refresher*: Formulated to penetrate deep into fabrics, and the patented cleaning system dissolves and permanently eliminates trapped odors
Brand Highlight

Perfect tool for that Finishing Touch!

Full-Line of Odor Swiffer Duster/Sweeper Products:

Swiffer: Provides the finishing touch for clean-ups, attracting and trapping dust, dirt, common allergens and hair with adhesive dust lock

Offerings:

- Swiffer Duster
- Swiffer 360 Duster
- Swiffer Sweeper
- Swiffer Wet Jet
- Swiffer SteamBoost
Brand Highlight

The possibilities are practically endless!

Mr. Clean Magic Eraser

Penetrates surface grooves to clean trapped dirt and grime. Cleans walls, baseboards, floors, blinds and plenty more!

Offerings:

- Original
- Extra Power
- Duo
- Bath Scrubber with Febreze
- Kitchen Scrubber with Dawn
- New! Handi-Grip
Versatile and simple, helping you improve efficiency and productivity at the same time!

Spic&Span 3-in-1 Disinfecting All-Purpose Spray and Glass Cleaner

Powerful 3-in-1 formula hospital-grade disinfectant that is also used as an all-purpose cleaner, leaving your mirrors and glass streak free

Kills 99.999% of germs when used as directed

Cleans with 50% fewer strokes
Thank you for attending the “Seven Secrets of Successful Small Businesses” webinar today

For more information visit www.pgpro.com or call (800) 332-7787