

Recession Proof your Small Business

By Mike Myatt, Chief Strategy Officer, N2growth

Adapted from SmallBusinessReview.com

Exploit opportunities while competitors pull back and brace for tough times.

The economists and pundits are busy arguing about whether or not we are in a recession. Regardless, there's no doubt that generating consistent increases in revenue is much tougher today than in recent years.

I realize that many entrepreneurs have only seen growing, robust, and even frothy markets, and that for many chief executives this is the first time they've had to face the test of a strong economic correction. That being said, there is good news. The simple truth of the matter is that more tangible, enduring wealth and market dominant positions are created in declining markets than in advancing markets. Significant rewards exist for those smart enough to move forward and strategically leverage their business model to exploit opportunities while their competition pulls back and braces for tough times. The following business principles will help your business thrive regardless of the state of the economy:

Don't Stop Growing

Get very aggressive while your competition pulls back, starts slashing costs, and is asleep at the helm. While it is certainly necessary to reduce extraneous expenses, resist the temptation to slash costs across the board, and especially resist the urge to cut budgets in the areas of sales, marketing and business development. I am a strong advocate of sound financial governance and the prudent implementation of cost-containment measures. However, I don't support it when applied in a vacuum irrespective of the ripple effect across the enterprise. You can dramatically decrease expenses, but without revenue what does it matter? Remember that cost containment is not a business strategy. The strength of your sales funnel, and your ability to create revenue will never be as important to your business as when you face the reality of a slowing economy. Use the caution of your competitors to your advantage so that by the time the economy starts to recover you will have created a huge gap in market share and brand equity.

To read the complete article please give our office a call and we'll send it to you.

A New Face at IWI Consulting: Meet Sean Fraser

Sean Fraser is one of the first people you'll meet at IWI Consulting Group, Inc. As an Account Manager, Sean is responsible for many of the company's client relationships. From the initial meeting to ensuring a satisfied customer, Sean's mission is to build long-term relationships with customers, not to simply make a sale. "When clients come to us, they need more than a product; they need a solution to their problem. The product is only one part of the solution," says Sean. "It takes a deeper understanding of the environment, the challenges and the goal to really solve a problem."



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Training Opportunities

- Sage Accpac Extended Enterprise Suite: Why move now?
- Introduction to SageCRM for Sage Accpac ERP
- Sage Accpac Insight
- Accpac Alerts Library & Alerts Server

To view any of these webcasts go to sageaccpac.com/products/demo

IWI Gives Thanks for Referrals

As we continue to grow our business and offer more resources to our clients we are also focusing on expanding our client base. We believe the best way to grow our business is to get more clients just like you! If you know of a colleague or business owner that can benefit from new accounting software or needs an IT support team, we would love to have the chance to earn their business. We are extremely grateful for your referral and understand it is a gift and will treat your referral with extreme courtesy and professionalism.

Noted & Quoted

"We were thrilled to find IWI. They could instantly understand the difficulties we were encountering. I really appreciated their customer service. They are an extremely bright group of people and managed a number of technical aspects of the project that were beyond my scope. IWI has demonstrated a much higher level of professionalism and sheer intelligence than others I've worked with in the past and is a pleasure to deal with."

**Judy Tracey,
Financial
Controller
Consultant for
AIDS Committee
of Toronto**

What IWI Consulting Does with Your Referral

You may wonder what type of process we go through once we receive your referral. What we will not do is call them daily until they speak with us. Once a referral is received, an IWI Consulting Group expert will immediately contact your colleague and invite them to meet with us for a short overview of their company and its needs. We will also review our process and methodology during this meeting. At that time, if both parties agree we will schedule a longer meeting to analyze their company and help them become more efficient with their processes. IWI Consulting Group guarantees that any company referred will be treated with extreme care and courtesy.

Thank You to all that Have Referred to IWI Consulting Group

A number of you have already passed along names and numbers of those who you thought could benefit from our services. We want to say thank you! As we continue to grow we could not be more appreciative of your kind words and will continue to deliver the service that is being talked about by others to gain your trust and keep your business. We appreciate your referrals and look forward to sharing future successes together.

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Sean began his career managing educational accounts for a book company. With fifteen years at that company, he helped open new markets and train new Account Managers. He is most proud of the relationships he built with those clients, most of which stuck with him for all fifteen years. In search of a new challenge, Sean upgraded to IWI Consulting. "The book industry had changed dramatically over the last couple of years," said Sean. "I was looking for something more challenging in an industry that was growing. The hard part of the transition was finding a company that shared my values - putting the customer's needs ahead of our own. IWI was clearly that company."

When he's not caring for customers, Sean keeps active with golf and weekend getaways. "I am an avid golfer, or at least would like to think I am. I also like to travel. My wife and I like to pack up and get away for the weekend with no planned destination," said Sean. Quebec City is a favorite destination for its old buildings and streets and Sean thinks it is like going back in time.

You'll also find Sean volunteering for the Durham Special Olympics. "The thing I learned the most from volunteering the importance of having a good attitude no matter what your circumstance is. Even though the athletes focus was to win the race, they cheered for their competitors and had a determination far beyond any that I had witnessed. We can learn so much from these athletes and I respect and appreciate each and every one of them," added Sean.



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