



*Take command of your business!*

# Prime Strategies

BUSINESS SUCCESS SYSTEM

## **What You Need Now to Succeed - Summit 2008 – Feb. 11, 2008**

As many of you know I coach and train entrepreneurs who are ready to step up to the plate and **take command of their business...to become business leaders.**

In my 12 years of being in the trenches I've seen **what works and what doesn't.** There are many elements that go toward making a successful business, but with limited time I'm going to mention **what I consider the top 3.**

1 – **Most important is a SOLID FOUNDATION** built on a good operating plan that includes a marketing plan, a realistic budget and GOOD information systems to help stay in control.

2 – **Right technology** to support the business you are operating now and plan to operate in the near future.

3 – **Effective delegation** (with emphasis on effective), knowing how, what and when to delegate. Having the right people to delegate to and setting up accountability systems.

**Most important thing to remember is start with a Solid Foundation.**

### **Ridgely Evers – Business Information Systems**

You created NetBooks to help business owners have access to more and better information about their business. What had you observed that made you realize such a system was needed? How does one go about selecting the right system?

**What is the most important thing** to remember about creating and using a business information system?

### **Michael Findling – Internet Marketing**

With Internet Marketing being at least a part of almost every business marketing plan, what are the critical elements that should be considered? What do we need to know now to make our efforts pay off? What are some common mistakes people make?

**What is the most important thing** to remember about succeeding with Internet Marketing?

## **Jason Boltax – Human Capital, Staffing and Productivity**

Tell us a little about some of the businesses you've worked with and the challenges they commonly faced. From the standpoint of staff productivity and retention, what strategies have you seen being most effective? What trends do you see developing?

**What is the most important thing** to remember about succeeding in building a productive staff?

## **Martha Soffer – Capital Funding**

The SBA plays such a big role in helping small businesses get capital funding. What changes, if any, are happening now and in the near future that you think we should know about? What advice would you give a business that may need outside funding within the next year?

**What is the most important thing** to remember about getting capital funding?

Responses to these questions answered by each of the four experts on the What You Need to Know Now Roundtable will help to guide you in reinventing your business for now and the near future..