

# Memo

To: Your Company  
 Subject: Ideas we've found for furthering your business  
 From: Michael and Sharon  
 Date: November/December

## What if You Doubled Your Effort?



BECAUSE IF I DON'T GET A JOB SOON, I'LL HAVE TO MOVE BACK HOME WITH MY PARENTS.

More pics on [www.imfunny.net](http://www.imfunny.net)

For some time, the generally accepted norm has been to deliver as promised. But ask yourself "What if I delivered 2 or 3 times what was expected of me?" Not just time and material but delivering service(s) not expected by the customer buying your product. A technique of Michael's is to jot down on paper all the things that come to mind when a client requests one of our services. Even a simple monthly follow-up can go a long way! With the benefit that you stand out from your competition. A favorite sales trainer of ours, Grant Cardone, wrote a book about this ("The 10x Principle"). More recently it was brought up by Entrepreneur in its June issue.

## How to Keep Your Investors Happy



As a Wall Street Securities Analyst of many years, Michael Emerald finds a wide discrepancy between the ways publicly held companies work with or treat their investors. We often council such companies on what to deliver to not only keep investors happy, but to stand out from

other companies competing for investor dollars. One is, stay in touch with regular updates. Second, avoid surprises. No company leader is perfect, and, as has been mentioned in previous letters of ours, your sincerity in admitting fault often benefits you more in the eyes of your investors than the harm incurred by the fault. Next, be willing to take advice from investors. As we tell clients "No one knows your business like you do, but we know what everyone else is doing, in all industries, and how you stack up against them." When they give advice, listen. Finally, choose your investors wisely. Some are in it for the short term only. Others will hound you night and day. All money isn't the same. (NOTE: Some of this material was taken from the October issue of Inc.)

## Don't Wait Until Tomorrow to Introduce or Drop Products



Question: What's a product or service today that you just know won't be around for a long time? Whenever you have one such product, don't wait until it's too late to introduce the next great thing. And when such a product begins its decline (called product maturity in marketing parlance) don't merely start introducing product extensions, such as different colors, extra features, etc. What you need is to identify tomorrow's next best product and begin working on it today. Without giving examples here, some companies have gone as far as to drop products that were doing well while they were in their prime, to focus on future product introductions. We feel that's an extreme example and in general wouldn't recommend that. But we agree with the authors of the March Entrepreneur article when it comes to small businesses we've worked with or evaluated. Most hang on too long.

## Take-Aways for This Month

- If you need to raise financing for your company, speak to Michael before you meet with potential investors. He's read investor presentations his entire career and will ensure that yours has everything it needs. Rarely do presentations contain everything the investor needs to see. Yours will.
- If you are considering an expansion, our Strategy "You Expand Your Business" not only lays out the strategic plans analyzing that expansion, but also creates a projected cash flow statement and determines the financing needed. Ask for information.
- The third summary is answered almost entirely by our Performance Enhancement Strategy "Your Products and Customers are Well Defined". In a series of meetings, we harvest the products that need to be culled and lay plans to phase in new products to meet new demands. Ask for information.

Have a great Holiday season.

Regards,

Michael Emerald, CFA  
Wall Street Analyst, Consultant

Sharon Kania  
Marketing Director

OFFICES:  
WORCESTER COUNTY    MIDDLESEX COUNTY    [www.PerformanceBusinessDesign.com](http://www.PerformanceBusinessDesign.com)  
12 Intervale Road    83 Walnut Street    617/968-0627  
Dudley, MA 01571    Winchester, MA 01890