

7 MISTAKES
SMALL BUSINESS
OWNERS MAKE
THAT COST THEM TIME & MONEY

**& WHAT YOU
SHOULD DO
INSTEAD**

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DO YOU REMEMBER?

REMEMBER WHEN YOU STARTED YOUR BUSINESS? REMEMBER HOW YOU FELT? IT WAS EXCITING, WASN'T IT?

THE POSSIBILITIES. THE FREEDOM.

Fast forward to now. Sure being a business owner is rewarding. If only you had time to enjoy those rewards. Instead you're busy. **Really, really busy.** Finding customers, serving customers, following up suppliers, dealing with staff, keeping things moving forwards. The minutiae that only another small business owner would understand. Your dog isn't sure he knows you any more.



WE'VE BEEN WORKING WITH SMALL BUSINESSES FOR OVER 20 YEARS. WE KNOW HOW TO HELP YOU GET CONTROL, GET YOUR LIFE BACK AND ENJOY BEING IN BUSINESS AGAIN.

MISTAKE

01

CONSTANTLY CHASING NEW CUSTOMERS

Did you know that existing clients are over three times more likely to purchase from you than new clients? Businesses often ignore their existing clients in the never-ending pursuit of new clients. The problem is, getting new customers is expensive and time-consuming. Consumers are extremely savvy now, and over 80% of them will have Googled, asked for referrals or checked reviews before making a purchase. If you're not front of mind, you're losing.

Do this instead

**KEEP IN TOUCH REGULARLY WITH EXISTING CLIENTS,
EVEN WHEN THEY'RE NOT ACTIVELY BUYING.**

Become a trusted resource by consistently maintaining valuable and helpful contact. Technology such as email marketing systems and customer relationship management (CRM) systems help you maintain professional and timely contact with your clients, keeping you and your business front of mind.

3X

EXISTING CLIENTS ARE OVER
THREE TIMES MORE LIKELY
TO PURCHASE FROM YOU

NOT GENERATING REPEAT BUSINESS

MISTAKE
02

How do you know if your client's last purchase met their needs? How do you know if they had trouble implementing your solution? How do you know if your on boarding was a simple, stress-free process? They'll tell you, right? **Wrong.** Approximately 91% of dissatisfied customers simply won't purchase from you again, and you'll be none the wiser as to why.



Do this instead

**ASK YOUR CLIENTS HOW YOU'RE DOING. ASK THEM
WHAT THEY LIKE AND WHAT THEY DON'T LIKE.**

Set up systems that gather feedback after each major interaction. Make it easy for clients to tell you what they think. Importantly, act on the feedback. Use it to improve your customer experiences and subsequently your business. And don't forget to thank them for their time and effort.

MISTAKE

03 DEALING WITH CRANKY CUSTOMERS

You know your business inside out. The risk is that you assume your customers do, too. That often means that what might seem straight forward to you creates a giant obstacle for your customer. Clients should not have to work to do business with you. It makes them cranky. Even seemingly little things like the information on your invoices, or the layout of your website can mean the difference between an organisation that's easy or hard to do business with. We live in a world of instant gratification, where people have little patience for things that don't make sense. They simply move on to a business that does.

Do this instead **REGULARLY STEP INTO YOUR CLIENTS' SHOES.**

Map out your clients' journeys through your business, from initial enquiry to follow up after a sale. Not only will you find roadblocks that make it difficult for clients to do business with you, but you'll find key moments where you can add extra value to wow your clients.



MISTAKE

04

LEADS NOT CONVERTING TO SALES

Touch points, the interactions consumers have with your business, build a story. When that story becomes confused because touch points are inconsistent, your clients become confused. They are unsure what your story is. They are unsure if they can trust you to deliver. In short, they are unsure if they want to do business with you. A confused customer never buys.



Do this instead

ENSURE YOUR WHOLE BUSINESS STAYS ON BRAND.

Communicate a consistent message about your culture, your values and your services. Consistent touch points create certainty for your clients. Professional touch points say “We know what we’re doing and we do it well”. Communicate the message you intend.

MISTAKE

05

DOING IT ALL YOURSELF

When it's your business on the line, you want to make sure everything's done properly. Everything from going through the email (spam and all) to chasing leads to tweaking your website to putting out fires seems to find its way onto your to-do list. All the while, the high value tasks, the ones that you have the expertise in and most likely built your business to do, get deferred... and deferred, and deferred.

Do this instead

HIRE, OUTSOURCE OR REASSIGN.

Document the regular, day-to-day activities that need to be done in your business. Decide which ones are the best use of your time (remembering where your expertise lies) and delegate the rest. Do whatever you need to do to get them off your to do list and out of your head so you can get on with business.

41%

ON AVERAGE, 41% OF TASKS
COULD BE COMPETENTLY
HANDLED BY OTHERS

MISTAKE

06

OVERWORKED & OUT OF CONTROL

Systems and processes take time and consideration to implement, so the temptation for the busy small business owner is to put them on the back burner until there's a gap in the schedule. Unfortunately, there rarely *is* a gap in the schedule. Instead, the business runs inefficiently, clients are under serviced and decisions are made with incorrect data. The irony is that implementing systems and processes is the number one way to wrangle back control of your business and your life.



Do this instead
MAKE IMPLEMENTING
SYSTEMS AND PROCESSES A
PRIORITY FOR YOUR
BUSINESS.

A few hours spent documenting procedures means tasks can be delegated. Implementing a CRM system means all your staff know exactly what's happening with your customers. Designing data capture priorities means that your reports will be accurate and meaningful. You can be confident in your decisions and your business will benefit.

MISTAKE

07

COMPETING ON PRICE

Standing out from your competitors has always been critical. In a world of Google searches it is imperative. If you're not remarkably different to the next guy, what's to stop your prospects from choosing the next guy? You already know that competing on price is a fool's game, but somehow that seems to be the only answer.

Do this instead

FOCUS ON CREATING EXCEPTIONAL CUSTOMER EXPERIENCES.

Your business is unique because of you, your staff and your culture. Only you and your team can create your one of a kind customer experience. Exceptional customer experiences increase client loyalty, increase word of mouth referrals and, as a result, cut costs.

86% OF CUSTOMERS WILL
PAY MORE FOR A BETTER
CUSTOMER EXPERIENCE

86%

BONUS

tip

DON'T KEEP
MAKING THE
SAME MISTAKES

Do this instead

IF YOU RECOGNISE YOURSELF MAKING SOME OF THESE MISTAKES AND YOU'RE READY TO MAKE A CHANGE FOR THE BETTER, GET IN TOUCH.

Everything we do at Tacit Business Services revolves around helping small businesses create loyal clients by improving systems and processes around customer experience. We can help you get control, get your life back and enjoy being in business again.

ABOUT

THE AUTHOR

Leanne Nelson is the founder of Tacit Business Services. She has been working with small business owners for over 20 years. She combines hands on experience with on target analysis to provide pragmatic solutions.

TACIT BUSINESS SERVICES

Tacit Business Services specialises in moving small service-based businesses from overwhelm to productive, stress-free & profitable powerhouses.

**In short, we help
you regain control
& make you look
great**



Tacit Business Services works with
small service-based business owners
who are ready to gain control, focus & grow

ARE YOU READY TO WORK WITH US?



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