

9 EASY WAYS TO INCREASE THE VALUE OF YOUR BUSINESS

#1. Do you have a Continuation Plan to protect income and/or value?

.....
.....
.....)
.....@
.....) # h

#2. Do you have a value added proposition?

† #
.....
..... u

#3. Who is your client's "financial advisor"?

@
..... U
..... U
..... u
..... u
.....)

#4. Your licensed assistant.

) †
..... U
..... U

#5. Customer Service Process.

)
..... u
..... u

#6. An Inside Sales Process.

@
..... u
..... @

9 EASY WAYS TO INCREASE THE VALUE OF YOUR BUSINESS

#7. A Client Relationship Management (CRM) data base.

• A CRM database is a central repository of information about your clients and their interactions with your business. It allows you to track sales, manage leads, and provide personalized service to your customers.

#8. Effective use of technology.

• Technology can help you streamline your business operations, improve customer service, and increase productivity. Examples include using cloud-based software for accounting, marketing automation, and video conferencing.

#9. What is your Brand?

• Your brand is the perception of your business in the minds of your customers. It is the combination of your name, logo, and messaging that creates a unique identity for your business. A strong brand can help you attract and retain customers, and increase the value of your business.