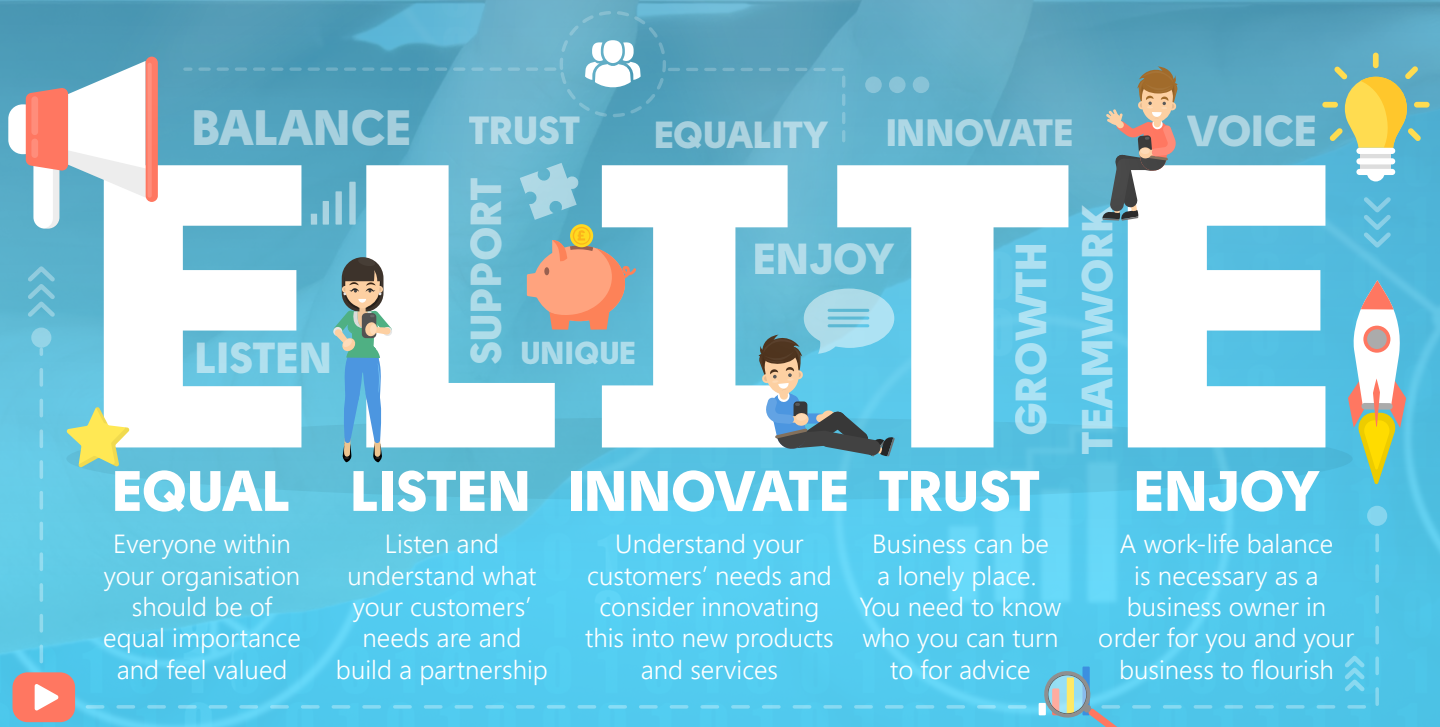


Dare to be different

Your business is unique and you love and cherish it because it is yours, it belongs to you.

In life, we come into the world with nothing and we leave with nothing; but the marks we leave behind are a measure of who we were – and it's the same with business.

To help you succeed in your business, we have put together some **elite** advice:



Equal

If you were to ask your employees which is the most important department in your organisation, how many would lean towards the sales team? If you were to ask the same question to each of your heads of department, how many would say their own department? The truth of the matter is they are all of equal importance and all intrinsically linked. Every team or department in a business plays an equal part in making sure your customers feel loved. If every role or function is of equal importance, then every person performing those roles is of equal importance. The question is, do they feel equally important? You have the power to make sure that they do.

Listen

When your customers are asking questions, do you hear them, or do you listen to them? There is a difference between the two and if you take the time to listen you will get a much better understanding of what has been asked. Listening and allowing others to finish what they are saying will lead you to ask the right questions and get the right results for your customers. So, do you hear or do you listen?

Innovate

That's the way we have always done it! Does that sound familiar? Just because we have always done it that way, it doesn't mean it is the right way. Sometimes the best ideas come from the least expected source. Those sources are all around us, we just need to make sure that we build an environment where those ideas can be shared without fear of ridicule because it is different to how we have always done it. Don't be frightened to try something different, to expand your products and services, to be innovative. If you don't give it a go, somebody else will.






Trust

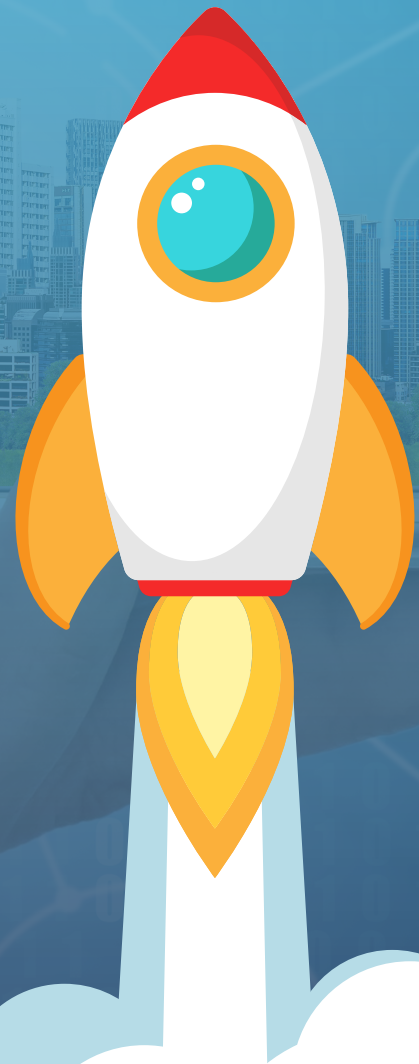
Within any business there will be people who can do aspects of their job far better than the person who is managing them and that is absolutely fine. If you put the trust in your staff to make decisions themselves, they will feel confident and empowered. Those feelings will shine through and not only make your team stronger and more effective, but this will also help build strong relationships with your customers.

Enjoy

It might be hard to imagine but many of us will spend over 50 years of our lives in the workplace, so it is really important that we get the work-home life balance right and, above all, enjoy it as much as we possibly can. Relationships will be formed along the way and many will turn into long standing friendships. Have a look around your workplace, can you see and feel the enjoyment? If not, how can you change things?

Elite Top Tips

-  The delivery driver interacts with your customer more than anybody else so lend them your ear and listen to what they tell you.
-  Listen to what your customer actually wants, not what you think your customer wants.
-  There is no such word as can't. Of course you can. Whatever you want to do, achieve, or be; you can.
-  If you are faced with a challenge and you are struggling to find the answer, don't be frightened to speak up and ask for help. The chances are that somebody else has faced that same challenge before and will be able to help you through it.
-  How do you know that your customer has enjoyed their experience with you? Have you asked them?



If you would like more help in becoming a truly **ELITE** business, then let's have a chat and discuss how we can do that together

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