



GROW YOUR BUSINESS

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Common Leadership Mistakes you are probably making

“The best leader is the one who has sense enough to pick good men to do what he wants done, and the self-restraint to keep from meddling with them while they do it.”

- Theodore Roosevelt

That’s right- it sounds hard -very hard for a go-getting entrepreneur who has the inherent need to be a one-man show. After all, if you want something done right, do it yourself, right?

Wrong.

At the very heart of the issue, a great leader is one who cultivates trust. Trust in your self that you picked the right team, trust in your team that they will give it their all and trust in the process and the goals that you are striving to achieve.

Even with a dedicated foundation of trust, there are many missteps along the road. What is a great way to avoid them? Get ahead of them...

One of the most common is ego. In all its glory, the ego has the power to destroy even the best-laid plans for business owners. It is vital to learn to separate the ego from the decision making process.

Try putting together a small committee of advisors, perhaps colleagues or mentors and trusted team members. When difficult decisions arise, including other perspectives can help you redirect away from the “I can do it all and I can do it best” mentality.

Insisting that you are right because you are the boss, raising your voice, lying, and turning a blind eye are some of the mistakes you can catch yourself in the act of, and rectify the behavior quickly.

It’s important to remain hyper-aware of yourself when you are a leader, constantly check yourself and redirect if necessary. Lead by example- yes, even you make mistakes!

Another common mistake is discouraging opinions of your team members and stifling their desire to be creative thinkers. While you may not take their suggested route, encouraging everyone to speak their opinions and think outside the box will increase their awareness of how their work impacts the business, increasing their value.

Most importantly, don’t beat yourself up when you do find you’ve committed some of these mistakes. Just make sure you learn from it, and that you let your team see that everyone can benefit from constant improvement.



Marketing Ideas to Boost Your Business Sales

Typical scenario- small business owner puts a ton of focus on marketing, boosts business, becomes overwhelmingly busy- which is great! But slowly and surely, as you sift through the pile of new business, you will come to the bottom of the stack.

Then what? Crickets...where is all the new business? Oh yeah, you haven't been marketing!

One of the best quotes from writer Rieva Lesonky is "marketing is like having children- if you wait until the time is right, you will never get it done".

This sums it up and straightforwardly tells us- MAKE time for marketing, so that you never get to the bottom of the pile.

There are plenty of small things you can do along the way to ensure you best utilize the time spent marketing.

Across the board, one of the most recommended tactics is to talk to current clientele. Drumming up new business takes more work than touching base with an already happy customer, to remind them of new products, upgrades or benefits you could offer them.

Quick sales boosting tip- bundle your products into packages and secure long-term business with clients.

One very common marketing practice to boost sales quickly is to offer a flash sale, for a brief window of time. Think of it as a liquidation sale to offload inventory, at a heavily discounted rate. This will encourage existing clients to stock up, while drawing new clients in.

If you go this route, your need to do the front-end work of heavily promoting the sale, and be sure to analyze your books

before committing to a flash sale- make sure it won't sink you!

Conversely, you may be at the point where you could consider raising your rates. Consider this option carefully, of course this is part of the business-growth process, but timing is everything here.

Put at least one networking event on your calendar and make the most of it- even if you make one connection, it could be worth your time.

Don't forget to ask referrals whenever you can and to build relationships even if the time is not right for the client to buy- when it comes time, your efforts will be rewarded.



Best Marketing Campaign Software of 2017

Looking for some digital assistance in the marketing department? Look no further, we have compiled a list of the best reviewed software of 2017:

1. HubSpot :

"HubSpot is an inbound marketing software company that helps businesses transform their marketing from outbound (cold calls, email spam, trade shows, tv ads, etc) lead generation to inbound lead generation enabling them to "get found" by more potential customers in the natural course of the way they shop and learn."

- (source, G2crowd.com)

2. ActiveCampaign :

"An all-in-one marketing platform combining the power of email marketing, marketing automation, and sales/CRM automation. Send newsletters, design beautiful email campaigns, and keep in touch with your contacts and customers. Automate your marketing channels using

personal and behavioral data about your contacts. Get more leads and close deals faster with our refreshing new take on customer relations."

- (source, capterra.com)

3. Pardot:

"Powerful B2B marketing automation featuring lead scoring, nurturing, email marketing and more."

- (source, G2crowd.com)

4. Hatchback:

"Hatchback is an all-in-one sales and marketing solution designed for small to midsize businesses. It offers combined sales automation, marketing automation and email marketing features. Hatchback is a good fit for a wide range of businesses, including teams in advertising, consulting, hospitality, real estate and more."

- (source, softwaradvice.com)

5. Marketo:

"Powerful and easy marketing automation software that helps marketing and sales professionals drive revenue and improve marketing accountability."

- (source, G2crowd.com)

6. LeadSquared:

"Seamless Lead Capture – Seamlessly capture leads from all your sources – inbound email, online campaigns, phone calls, website, chat, lead generation websites and more."

- (source, G2crowd.com)

7. Moz:

"Moz is a leading SEO tool provider that uses both basic and advanced research tools to improve your search engine optimization. In short, Moz offers keyword research tools, a SEO keyword generator, and link analysis that gives detailed data on your inbound links and link quality."

- (source, financesonline.com)



Best ways to manage your motivated (and unmotivated) employees

It's not black and white- employees are not one or the other: motivated or unmotivated. Likely you will find that most of them fall somewhere in between, with outliers on either side.

This difference in motivated can make leadership slightly difficult; in that one blanket tactic will not be successful. You will need to adopt diverse methods to account for your outliers and your in-between-ers.

Start by identifying who fits in where, as best you can. This is best done during the interview process. Ask pointed questions like asking them to describe a time they tackled a comparable project.

Always insist on hearing other ways/times the potential employee demonstrated a motivational initiative without being asked.

The answers can give you a good idea of where the motivation level may lie. Remind yourself that motivation to get the work done and motivation to get the job are very different.

Your best bet is to attempt to eliminate behaviors and environments that decrease motivation. Nip it in the bud, as they say, removing the obstacle before it has a chance to damage.

Treat each team member to some one on one time- fifteen minutes per month dedicated to an employee allows you to cater to the style and motivational level of each individual, catering to and encouraging diversity within your team.

Stock yourself with well-respected, motivated managers, so act as liaison between upper management and employees. Recruit these team members with the most precision- they can make or break your team.

Another positive motivator is to promote from within and to offer training and improvement options for team members. Employees who work their way into management roles alongside their peers garner respect and demonstrate empathy.

Never forget to congratulate and recognize achievements, no matter how small. And when you must have conversations of a more reprimanding manner, be sure to do it in a safe, private space, that encourages openness and conversation.

BLURB: The importance of motivation Sure, it is the best for your business, but consider the other benefits of highly motivated employees- they are better with conflict resolution, are more innovative, more engaged with customers, and drive up sales.



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