



## 'Credit Crunch' Success Tips

The following tips were provided by different groups of business women at one of our recent [Success Network](#) meetings, and are summarised below:

- **Keeping prices down** to encourage spending but at an affordable level
- **Diversifying channels of selling** so as to spread risk
- **Advertising so people still know who you are.** Needing that constant reminder so that you still get people through the door

Serena Edwards, **Mostly Marlow** - local magazine for Residents & Businesses in and around SL7 [mostlymarlow@btinternet.com](mailto:mostlymarlow@btinternet.com)

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- **Understand the quality of your product** (through someone else's eyes), for example the value of the Fair trade logo
- **Be flexible in your approach** (flexing your market in alignment with market conditions) - consider a dual sale strategy
  
- **Watch cash flow** - have a step by step approach
- **Work out what your customers want** (rather than what you have to offer)
- **See every new business as the beginning of a long term relationship**
- **Sell a product, a solution, NOT a concept**
- Consider offers such as **free tasters**
- **Build testimonials/ recommendations** (I saw a plumber with this slogan on his van: our objective is your recommendation)
- **Consider who will get you the foot in the door** (not always the obvious choice)

Helene Cooper, Creator of Funshop™, [helene.cooper@btinternet.com](mailto:helene.cooper@btinternet.com)

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- **Work with what you have**, and see if you can **improve on it or increase the sales** from it
- **Look at different revenue sources**
- **Work on offering your customers reasons to purchase from you** instead of the competition
- **Offer sales promotions and discounts**

Sabrina Cimenti, <http://www.moreprecioushansilver.co.uk>

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More Tips and articles can be found here:

<http://www.successnetwork.org.uk/articles.htm>

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- **Save on your out-goings where possible.** Changing to Utility Warehouse will save you money every month on your bills (*telephone, mobile, internet, gas, electric and non-geographical numbers like 0800, 0845*) as well as having the benefit of everything on one, easy to understand, bill.
  - **Choosing where you buy from** more carefully.
  - **Use the wasted area on the rear window of your car for advertising your business** when you are out and about. You can get messages for all to see for only £15 from eBay, just type in car graphics to see all the choices available.

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