



Easy Skills You Can Improve for Your Business

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MARCH 2, 2021

Whether this is your first business or your fifth, there are always things to improve on. Some skills are seemingly simple, such as setting goals or staying on trend, but some skills take much more practice. Here are a few skills you should master if you want your business to be a smashing success.

Sales

If your business focuses on sales, you have to have a good [sales presentation](#). This is probably one of the hardest things that comes with owning a business. Being able to sell yourself and your products is essential, but doesn't come naturally to most people. If you need help with sales presentations, an easy tip is to do your research. Research the company you are presenting to. What kinds of things do they idealize, what is a challenge within their company, and how can your product help to assuage those issues? Learning about the company you are presenting to can help you understand their needs better. This will enable you to create a more personalized and meaningful presentation. People tend to remember sales presentations when they have a more personalized approach.

Goals

You might already set goals for yourself, but if your business doesn't have set goals, it should. These can be short and long term goals and can range from business to business, but be sure they are attainable and achievable. A quick tip to figuring out what goal you need to set is to look at what you need to improve in your business. For example, if sales are down, you should set a goal for sales to be doubled in a year. This is an attainable goal. In order to achieve that goal, try breaking it down into [smaller steps](#). Look at your staff; are they having issues staying motivated during sales calls? Try setting incentives for your staff members to see if that improves morale. If you are having issues retaining new customers, try creating a team

dedicated to customer retention and happiness. Just find an issue within your business and make improving that issue your business' goal.

Staff

[Staff morale](#) is an important part of any business. If you started your business on your own, you may be tempted to try to continue to run it on your own. However, as businesses grow, they need more people to help run everything. An important part of keeping a business successful is to keep the staff motivated and excited. Whether this is through a monthly lunch or through a sales bonus, find something your staff enjoys and helps them increase business. By keeping staff members happy, you will be able to have a staff that trusts you. This trust is vital to a healthy working environment. If a staff member has a problem or altercation with someone or something, you want them to come to you so you can address that issue. If the staff member is not comfortable or doesn't trust you, that problem will continue to manifest until it becomes unbearable. This could be a potential detriment to your business or to other coworkers. Therefore, creating a happy environment for your staff is essential.

Trends

The final skill you need to maintain is to stay on top of current trends. Any business that doesn't pay attention to trends is a failed business. You have to look at what people want and are buying and tailor your company to fit into that mold. Even businesses that have been around for decades still follow trends. If you have a problem staying current, try to hire younger people. The younger generation typically has new ideas and concepts that can help businesses stay trendy. You can also consider an internship program with a local high school or college. These are students that want experience and have a thirst for both knowledge and a need to prove themselves. They can easily bring your business into the modern age.

Owning your own business isn't without its difficulties. However, by applying these skills, your business can thrive in an ever changing world.

Author

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