

Azzarello Group Article

Get more of what you want without working harder (or spending more)

By Patty Azzarello
CEO Azzarello Group, Inc.

There comes a point where you simply can't work any harder. There are 24 hours in the day, and even if you worked all 24 of them, **your business can't grow if you keep doing things the same way.** There's no additional time for more of the same.

There is one major thing that prevents businesses from growing: Always putting immediate revenue ahead of doing the things that are required to grow your business.

Your number one responsibility as a business leader is to prepare yourself and your business for its growth. This is true in any size business.

You need to focus time on working ON your business vs. working IN your business.

And to do this, you need to find a way to "make room" in your days to do the things that ensure the long term growth and success of your business.

This article is the first in a series to be published on my website. My Big Help for Small Business article series, will give you ideas and practical approaches that you can apply in your business to accomplish the things you need to do to grow it.

Here is a preview of the topics you can find over the next months, so keep checking back, and Subscribe to "The Desired Outcome" for more practical ideas on getting your way. Then you will also be notified as new articles are published.

Developing Your Brand

Why should you care? Because the only thing your competition can't copy or under-price is your behavior, and how you serve your customers. THIS is what branding is about. It's not about your logo or your advertising strategy. And if you're not doing it, you're losing business. Period.

Your Customers:

Your customers are your greatest asset. Do you know who they are? Have you put them to work for you? Developing and managing the right relationships with your customers-will keep them happy, coming back, and spending more money with you -- and recommending you to new customers.

Marketing:

Many businesses waste a lot of money on marketing that doesn't work. An integrated marketing plan that supports your brand, and targets the right customers in the right

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places will have a big payoff. You don't need to be bullied by people selling advertising.

Reach more of the right prospects, and increase your chance of converting them into customers. Consider PR, Partnerships, Events, Customer Marketing, & the Internet. It's easier than you think if you have a clear brand platform and you build a marketing plan.

Sales:

How you sell is even more important than what you sell? Does your sales team deliver a consistent experience to your prospects and customers that reflect your brand values? Do you have a clear sales process? Is everyone trained? Having a specific sales plan, training and measurements will increase your revenue and your profits

Employees:

You business, your customers and your brand are all in the hands of your employees. What is your plan for ensuring that your employees do what you need them to do? Interview, hire, inspire and lead your employees so they deliver value, free your time vs. drain it, and do all the right things for your customers.

Leadership:

It is so important to be intentional about your role as a leader in your business. Everything you do (and don't do) speaks volumes to your employees and customers. Your leadership behaviors have a big impact on the success of your business. Are your communications and behaviors enhancing the performance of your business or degrading it?

You can build the business you desire.

Patty Azzarello was the youngest person to become a general manager at Hewlett Packard at the age of 33. She ran a \$1B global software business at the age of 35, and became a CEO for the first time at the age of 38. A few of her roles were the VP and General Manager of HP OpenView, CEO of Euclid Software, and Chief Marketing Officer for Siebel Systems.

Patty is the CEO of Azzarello Group, www.AzzarelloGroup.com a unique services organization focused on helping business leaders actually get done what they want to do, and get a bigger payoff from their hard work. Azzarello Group delivers practical, experience-based tools to business leaders, through products and services including articles, e-books, mentoring programs, executive coaching, public speaking, small business retreats, and business execution workshops.

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