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MEETING THE CHALLENGE OF CHANGE OPTIMIZE PROCESSES TO MAXIMIZE PROFIT

Every business needs to be alert to new challenges and opportunities. Rapidly changing markets, emerging technologies, and aggressive competitors are requiring organizations to move faster than ever before. Yet, often the rigid processes, corporate structures, and legacy-based systems that provide stability are the very things that impede the flexibility and responsiveness that the market demands.

Processes are the nucleus of business functions. When the marketplace is tough, every business examines their processes and makes improvements. Organizations with streamlined systems and processes can smoothly create strategic transformation.

Deploying and maintaining high value-added practices impacts operational efficiency and market responsiveness appreciably. Optimizing your business processes, sales strategies, and employee talent is key to the swift realization of business goals and increased profit margins.

Revisit and update your business plan regularly

Complacency can be a major threat to a business. Market conditions continually change, so you need to revisit and update your business plan and corporate processes regularly. Ingrained structures, processes, systems, experience, attitudes, beliefs and values need to be re-thought and re-worked. You should be challenging assumptions, proactively developing new strategies as the market evolves, and developing the ability to respond to external cues. The organizational changes required to thrive in the current business environment must come from the latent strengths, talents and capabilities of your organization and its people.

Establish an efficient sales structure

In any business organization, sales is the department that generates revenue. Businesses whose corporate culture focuses consistently on customers and results and who employ innovative sales approaches can raise their profitability and enhance

their competitiveness. It's only through greater customer centricity, more efficient processes and innovative approaches toward product differentiation that companies can stay ahead.

Timely re-evaluation of your sales structures thus becomes essential for best outcomes. The objective of organizational analysis is to determine how company duties can be streamlined and/or reorganized in such a way as to cut cost and enhance productivity. Hence, a sales analysis will help you identify where your strengths lie within your product or service range. Your sales and marketing activities can then be allocated accordingly to support the products or services that represent the greatest opportunity for future profitable growth.

Customer centricity is key to success

The ability of your company to innovate and to adapt product and service offerings to your customers' new needs is dependent on active, motivated, engaged people generating new ideas and converting these ideas into rapid change. Passionate employees are essential.

As demands and expectations grow for sales teams, building expertise and leadership qualities is a critical part of success. Hence, team members should be continuously trained in customer care in order to work smarter.

Pressures related to productivity and profitability will continue to increase for businesses. You must be prepared with flexible corporate structures and a talented, industrious, and efficient team. The experts of MFB Resultants can support your management on how to optimize business processes, sales strategies, and employee talent to improve efficiency and positively impact your bottom line.

MFB Resultants – We deliver results.