



Reasons Why Most Small Business Struggle with Growth and Profitability

THE CHALLENGE

Introduction

Today's small business is faced with unprecedented challenges with the economy and staying competitive. All size companies are struggling with the balance of managing day to day activities from customer communications, creating and delivering comprehensive estimates in a timely manner and delivery of services and the necessary invoicing and receivables.

When incorrectly managed, companies fail.

There is a simple cost effective way to increase sales communications, streamline business operations and increase the top line and bottom line at the same time.

Here are the **seven factors** that are affecting most companies ability to maintain and grow revenue:

- Communication
- Quote Process
- Quote Tracking
- Follow Up
- Office Support
- Quality of Life
- Focus on your Charter

➔ Factor One Communications

Most small business don't communicate with their prospects and customers in a timely manner.

➔ **Factor Two Quote Process**

Clean, concise quotes will rise to the top in all situations. The company that provides a comprehensive quote can charge more money and the customer will be more confident in your ability to deliver.

➔ **Factor Three Quote Tracking**

Quote tracking is critical, change control and addendums must be monitored and communicated to the customer. Most small business lose the customers trust by not properly tracking change control with surprise bills or miss a billing opportunity.

➔ **Factor Four Service Level With Quotes**

Time kills all deals, if you delay in providing an a quote or estimate to a customer your chance of losing the business increases with every hour that passes.

A sale delayed is a sale not made.

You should create a quote timer for every opportunity and provide a well written quote within 24 hours to gain an advantage over your competition.

➔ **Factor Five Office Support**

Most small businesses today attempt to everything themselves as the one man show. To save money they will do the selling, the quoting, the ordering, the delivery of services, the training of products, customer communication, follow up, support.

The most successful small businesses have the proper support system to enable them to create more billable time instead of being stuck in the office writing quotes or invoices.

The opportunity is wide open to increase revenues from single digits to multipliers of current numbers.

- Current revenue of \$250 and limited support
- Outsource Business Process like Quoting, Customer Communications, Invoicing, Change Control etc.
- Increase key man resource by 30% results in incremental business and increased opportunity.

Basic calculations indicate that business will increase by \$75K but this does not factor in the additional or missed opportunity. Some business have experienced multiple growth by outsourcing small business process.

➔ **Factor Six Quality of Life**

Quality of Life is something that is difficult to be a value on. Most small business today will eliminate personal time as priority because they need to keep the machine running. They average more than seventy hours of work per week and they will miss critical family events and even opportunity to grow their business. They will miss sporting events with their children, dinners with family and friends, the spouse will suffer the most and sometimes ends up in a failed marriage. What most small business owners don't realize is that the better their QOL factor the more successful they will be. Outsourcing business process will have an immediate impact on QOL.

➔ **Factor Seven Focus on your charter**

Would you want your car mechanic to do your taxes for you? Probably not. Why would you try to be an office manager? A receptionist? An author? A sales administrator? A customer service rep? An accountant? A collections agent? A banker? A financial advisor? A computer guy? A software consultant? A technology advisor?.....

I think you see the point! You are a good at delivering your business services and should let the right people handle the rest.

THE SOLUTION

➔ **About Thayertown Internet Services**

Thayertown Internet Services is focused on assisting small business leverage the power of the internet by providing practical, cost effective internet based solutions to the challenges facing small businesses today.

Our products and services have grown out of the need to allow small businesses to run more like enterprise level companies so they can be competitive and stronger members of their community.

Too often small businesses are strangled by the sheer volume of tasks required to compete as well as run and grow their business. There simply is not enough time in the day to accomplish everything and still deliver the products or services they provide. To resolve this situation we have sourced SaaS solutions that utilize the concept of cloud computing to design dynamic and innovative solutions for our client's core business operations. All run with a browser, our clients can be connected to their customers and run their organization from anywhere allowing them to manage their time, resources and costs. All without adding expensive hardware.

In addition we also offer administrative support solutions that allow our customers to run more effectively and efficiently without the added overhead that comes from adding staff.

➔ Cost Analysis

Bundled Solution of SaaS Services

A Representative Example Bundle Solution of SaaS Services includes:

Customer Resource Management Solution

- Track Existing Customers
- Manage Leads
- Manage Communications with Leads & Customers

e-Fax

- Internet Based Document Delivery and Receipt

Google Business Applications

- E-mail
- Documents, Spreadsheets, Presentations
- Calendars

Quick Books On-Line

- Financial Application
- Price Lists
- Proposals, Quotations, Sales Orders, Invoices

Annual Revenue	\$250,000
Additional Revenue From 30% Boost in Productivity	\$ 75,000
Annual Cost of Bundled Solution of SaaS Services	\$ 3,600
Net Benefit	\$ 71,400
Return on Investment	95.20%

The Bundled Solution of SaaS Services pays for itself within 1 month assuming an annualized recognition of additional revenue

This model does not factor in the intangible costs associated with Quality of Life improvements.

Bundled Solution of SaaS and Administrative Support Services

This assumes the same Bundled Solution of SaaS Services as noted above with the addition of Administrative Support Services from Thayertown. We would be there on call for you to do your back office work such as create a quote, log information into your CRM, generate invoices etc. freeing up your time to focus on your growing your business. It is just like having your own administrator or assistant without the cost and overhead associated with adding headcount.

Annual Revenue	\$250,000
Additional Revenue From 30% Boost in Productivity	\$ 75,000
Annual Cost of Bundled Solution of SaaS Services	\$ 6,000
Net Benefit	\$ 69,000
Return on Investment	92.0%

The Bundled Solution of SaaS and Administrative Support Services pays for itself within 2 months assuming an annualized recognition of additional revenue.

This model also conservatively keeps additional revenue from increased productivity and efficiency at 30% but just imagine how much your business could benefit from the time you gain in your day by not having to do your own back office tasks.

This model also does not factor in the intangible costs associated with Quality of Life improvements.

Engagement Model

We first begin by meeting with you to understand your business needs. From there we develop a Bundled Solution of SaaS Services from the listed of pre-qualified SaaS Services we have. The Solution we design will be customized and scalable to meet your business' unique need both now in the future.

Contact us to increase your growth and profitability today. Results guaranteed