

Ten Entrepreneurial Success Strategies

Seize the American Dream by Jim H Houtz (Chairman South West Airlines)

The following is an excerpt from this great business book and some great take away's for all size businesses:

1. A differentiated Marketing Plan

Companies stand a greater chance of success if they have a highly focused marketing plan with emphasis on differentiation and lead generation.

2. An integrity driven Sales Process

Sales must be more than just selling: it must be a process of developing long term customers by building trust and exceeding expectations.

3. A results orientated Management System

Performance is the key, so establishing objectives for every manager and employee sets the foundation for outstanding performance.

4. A motivational Human Resource System

The ability to attract, train and retain highly motivated individuals creates an employee base committed to excellence.

5. A resource orientated Accounting System

Accounting must become a resource for company members to create a financially disciplined organization.

6. A zero defect product development program

The goal is perfection, and the objective is to constantly move closer to the goal.

7. An empowered Customer Service Department

Empowerment of customer service creates a dynamic group who will insist on continual improvements in the product or service.

8. An employee based Strategic Planning System

Your employee's creativity will dramatically expand your productivity.

9. Customer orientated Quality Control

Making quality everyone's priority puts all of your employees on a winning team and builds esprit de corps.

10. Constantly improving operations performance

The power of information systems and efficient operations can be a powerful competitive advantage.