

Six Ways Small Businesses Can Survive In A Crazy Economy

By Denise OBerry

Six Ways Small Businesses Can Survive In A Crazy Economy

Denise OBerry
denise@whatspossible.com

The Small Business Edge Corp. <http://www.whatspossible.com>

Contrary to popular belief, small businesses can survive a crazy economy by taking some proactive steps.

1. Provide spectacular customer service -- every time. Have a friend or colleague visit your business and provide feedback from a customer's perspective. This person should be unknown by your staff and willing to provide a candid assessment.
2. Make sure your front and back office work like a well-oiled machine. Are the front line and the back office telling your customers the same thing?
3. Manage your customer relationships -- return customers take the least amount of effort -- use that to your advantage. Keep in touch often.
4. Review your strategic plan monthly (weekly is even better). Make sure you're doing the things that will get you where you want to go.
5. Adjust your strategic plan as necessary. Your "smallness" makes you more flexible.
6. Communicate, communicate, communicate -- with your employees and your customers. Nurture those relationships. Ask for feedback often.

Denise O'Berry helps small business owners identify and execute the steps to grow their business. Find out more at <http://www.whatspossible.com>

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)