

# 4 Ways To Reduce Costs and Recover Revenue Losses

By Mark Askew

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Many businesses go under simply due to a combination of high overhead costs, taxes, poor investment strategies and failure to recoup losses.

To ensure your business will survive into the next decade consider ways to reduce costs and losses while recovering revenue gains.

### Cutting Overhead Costs

Among the seemingly necessary perks of networking is the traditional business dinner. These however can be quite expensive costing the host as much as \$1500 depending on the restaurant and party dining. Here is where enormous costs can be cut. Consider reducing the frequency of dining by combining parties on one or two nights a year. To accomplish your purpose schedule a day for in-depth business discussions shortly thereafter. Select restaurants that offer quality cuisine and excellent service at less cost. Some restaurants offer a discount depending on the size of the party.

### Mailing and Shipping

Apply the same principle when giving gifts. Wholesale bulk purchases can reduce costs considerably. Apply for membership at a wholesale warehouse. Buy items from suppliers offering free shipping. Reduce mailing and shipping costs by opting for a more economical postal/carrier. Ship by priority mail rather than overnight or non-priority where possible. Reduce package size and weight to lower costs.

### Man Power

Opt for less expensive man-power costs by reducing work time when using temporary employment services. Say good bye to costly business relationships. Often these relationships come about by referring a friend of a friend to a friend. These 'friend of friend' business favors can leave you holding the more expensive bag. Is their presence, product or service crucial to your business? Will network relations remain intact without them? Can you reduce costs significantly once these 'friends of friends' are eliminated? If the answer is yes don't hesitate to end a costly relationship for a more affordable one. After all, once a business goes under so goes the friend. Your business is of greater priority. Hang on to it.

### Recouping Investment Losses

Often the key to recouping investment losses is to bail out before the ship goes down. If you see large sums of money going down the drain it's time to find an alternative investment approach. You may want to divide your investment money between brokers and corporations and industries for a time to see which performs best.

RefinanceLoanRates at <http://www.RefinanceLoanrates.com> reports high gains for the real estate financing industry, mortgage bond and other finance sectors compared to many equity market sectors. Real estate holders are using innovative ways to recover losses due to recent stock investment failures from shaky corporate share reports. One option is short-term financing programs that allow the consumer to pocket funds for immediate alternative investment purposes. Many applicants are repeat refinancing, having refinanced as early as a year ago. When choosing alternative investments make certain that the acquisition of gains will be at an acceleration equivalent or exceeding the deceleration of investment losses.

If you have suffered investment losses and can prove this resulted from relying on a firm's advisory and management you may have a chance of recouping at least a portion of your losses. To accomplish this you may have to go through arbitration or other legal process.

Another avenue to recouping losses often not considered is reducing trading transaction costs. Unlike trading returns which are uncertain, transaction costs are 'certain' costs. Certain costs can be controlled. Consider reducing transaction costs when and wherever possible. Set up and stick to a strict limit order and stop loss regime. Following these basic cost reduction and revenue recovery methods can help your business survive for generations to come.

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