



February 11, 2019

If you watched the Superbowl, you have to wonder whether or not the teams knew the location of the goal line. The game raised the specter of which we all must remain vigilant – our goals. Without goals you are rudderless and adrift at sea. Every successful business plan has certain projections and goals. Without them you settle into a life of complacency, doing just enough to pay the monthly bills. Goals help you not only plan for future needs, but also help you embrace the concept of growth and improvement.

With the holidays behind us, what have you developed for the new year? Have you studied last year's sales, profit margins, inventory and financial status? Are you awaiting the big sale to walk in the store to cover this month's bills or are you being proactive to maximize those areas you are already submersed in and can take advantage of?

Setting goals is not some pie-in-the-sky exercise of simply thinking about a big number you would like to reach. You should roll up your sleeves and, using last year's results, develop a realistic plan of gradually increasing sales and profitability that is achievable. Some of the areas your goals should encompass should include:

- Weekly, monthly, and annual sales growth
- Discernment of those areas you sell best and most profitably
- Margins/markup growth and maximization
- Salesperson goals and training
- Assessment of marketing expenses and return on expense
- Enhancement of those areas you are good in and addressing those areas that need adjustment

Granted, it may seem daunting at first to undertake these measures - we get it, you are busy! However, once you begin monitoring your business with goals in mind it becomes easier. You may even find more time to apply to your planning because you discover the reason(s) you are so busy yet only getting by.

If you wish to chat with us about how you could better plan your coming year please do not hesitate to contact us at 888-849-4978.

Sincerely,

The PRIME Team – *Jim, Jeannie & Warren*

-----Professional Resources & Inventory Management Experts-----

