

January 5, 2020

Discipline is Key in 2021

It is that time of year again - time to make resolutions, goals and plans for a better new year. However, unlike previous years when our goal setting had been based on a certain stability in the economic and political scene, we must consider that the coming year will be anything but stable. Now, more than ever, the unpredictable nature of our business lives will require greater scrutiny and perseverance on our part for the foreseeable future. Every day will have to be a resolution day, so remember to apply discipline and adaptability in assessing your goals.

In developing your plan for the new year, attention to discipline cannot be overstated. Discipline is more important than motivation. Discipline is achieved through training, repetition, and sticking to a formula for success - whereas motivation alone is fleeting, serving to generate a short-term spark but little more from a substantive standpoint. During normal times, discipline applied to the basics alone could generate success. However, in today's shifting economy, adaptability to changing circumstances is necessary and therefore disciplined implementation of these changes (when needed) is of utmost importance. It is only through vigilant discipline that you will achieve and exceed your goals.

An example of this relates to walk-in traffic. Many geographic areas are still shut down to walk-in business. As a result, stores in these areas must rely more on existing customers to make appointments. If you are affected in this manner, have you transitioned to devote more time and resources to emailing your existing customers and have you upped your social media offerings? If so, are you diligent in maintaining contact with customers and continuously updating your media and website? The cost of switching to a greater social media presence can prove minimal based on the potential returns if you commit to disciplined implementation and maintenance.

You must also exert discipline in improving new communication skills required to maximize the impact of contact through these new sales and marketing techniques. Even if sales training is a regular part of your operation, you will now have to rely more on email, telephone and social media for contact with potential customers, so the dynamics you employ may require adjustment. We all know that there are many instances where we fail to get our point across or make a sale even in a face-to-face encounter. Have you considered the difficulty your sales staff may have when they cannot rely on personal encounters in the showroom? Have you considered the fact that a

sale through electronic means may require a different approach or method for closing? There is often a greater need for clear, more professional communications when transactions are discussed in written form. Close observance and training in this expanded area is part of the plan. Discover what works, and diligently train the staff to implement it. Learning and training to improve clearer communication will provide you with the advantage of closing more sales and give you a leg-up on your competition.

We at PRIME specialize in assisting retailers in finding the path to achieving their goals and overall success in their business. We invite you to visit our website, www.NVPrimeConsulting.com, for an overall view of the services we provide. If you have questions as to how we may be able to assist you, please do not hesitate to call - 888-849-4978. Of course, all communications and information are strictly confidential.

Sincerely,

The PRIME Team – *Jim, Jeannie & Warren*

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