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LINKS YOU CAN USE NOW



This Month –Business Development

Business development plants the seeds that grow everything from your profits to your overall market presence. As we enter into spring, here are some ideas to help your sales pipeline bloom:

The Rise of Virtual Events in 2024

Host professional events that keep your guests engaged even while remotely attending. More:
<https://tinyurl.com/links04211>

The Ultimate Google Analytics Guide for Small Businesses in 2024

Get into the weeds and watch your profits grow with more efficient online traffic. More:
<https://tinyurl.com/links04212>

Virtual Sale: 13 Ways to Make It Happen Now

Without the customary handshakes and client wine-and-dines, here are tips for remote sales. More:
<https://tinyurl.com/links04213>

Social Media Strategy for a Post-Pandemic World

In an era of distance, here are some ways to create connection and make some noise via social media. More:
<https://tinyurl.com/links04214>

4 Tips for Asking for Referrals the Right Way

Referrals are the seeds that keep your garden growing. Here are some basic "green thumb" rules for a successful referral that keeps your business blooming with cash flow.

Pick at the right time. Once you've heard positive feedback and built a good working relationship with a client, you can mention that the "best tip" is a good referral (especially understood for business during these tough times). Catching them at the pinnacle of delight is the optimal time to request a referral.

A gentle touch. Be mindful to approach your client in a delicate way: remember that you are asking your client for a favor when asking for a referral. Thank them for their business, and make mention of the specifics of what was memorable about the work you did for them.

The art of "the ask." Be specific and make it easy on them. This specificity is in gently telling them what you'd like them to say and where you'd like them to say it. For example: "Thank you so much for your positive feedback! It makes me so happy that we could do an excellent job and put your mind at ease! If you have a moment, I'd really appreciate it if you'd write a Google business review that echoes what you mentioned about how we exceeded your expectations and delivered everything on time."

Attitude of gratitude. Be flattered by their referral. Send a small token of appreciation, however big or small, to thank them for taking the time to not just give you their own business but also to help elevate your brand awareness while, hopefully, bringing in a new customer.



Quotes on ... Vision

You have to grab the goal, visualize your vision, excel in excellence and then become distinct in distinction.
Onyi Anyado

A leader has the vision and conviction that a dream can be achieved. He inspires the power and energy to get it done.
Ralph Lauren

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Boost Your Business with Virtual Networking

Business is all about relationships. Working remotely has changed the way we find and build the long-lasting partnerships that nurture professional environments and grow business. Here's how to put your best digital foot forward in this "new age" of networking.

Be seen. Increase traffic to your various social media profiles by simply updating your descriptions or profile pictures or by bulking up what you've selected as your interests. Consider understanding and integrating popular industry hashtags into your profile as well. Tailoring your social media around these hot topics increases your profile's ranking in searches to get you more visibility.

Be valuable. Networking has always been a delicate dance; this is no different online. Remember that building relationships is about being relational. This principle is even more strict when it comes to virtual networking. Never approach a new contact with a transactional hard sell. Relationships take time to build, so come to the table with genuine interest and questions, or come to the table providing tangible value.

Be heard. It's time to put yourself out there! Offer to be a speaker on a panel, offer to write a few articles for industry-related publications, or even start your own blog. Take every opportunity to build your brand's equity while building new relationships. You are proud of what you've created; it's time to literally "come to the table" to share the value of your own business experience!

Learn to earn. Annual conferences and professional and continuing education (CEU) courses have also adapted to virtual platforms. Learning-centered events where you are able to interact with attendees are optimal for making new contacts. Don't be afraid to reach out to fellow attendees or conference speakers if you had a genuine interest in the subject matter.

Master the "icebreaker." Creating a well-crafted digital point of contact is not an easy task. Again, remember to think relational (and not transactional). During these tough times, a simple "Checking in, how are you doing?" is a great way to foster friendships with fellow business owners who could use a kindred entrepreneurial spirit for both emotional and tactical support.

Contact me today:

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Worth Quoting ...

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This Month's Quick Quiz Question

For an answer, email me at info@g3cpa.com or call 856-727-0100.

What product can be recycled indefinitely?