



Acumen

Analyze the Past, Create the Future.

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Acustar Consulting Inc.
Saint Petersburg • Florida • USA

Phone 727.525.3883

Toll-free USA 877.525.3883

Fax 727.525.5995

www.acustarconsulting.com

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Quote of the Month

"My interest is in the future because I am going to spend the rest of my life there."

- Charles F. Kettering

Superstar Strategies

Keys to Success in Business

The keys to success in business appear common sense, yet many people find it hard to implement these strategies. Here is a New Year's reminder of the principles:

- ★ Know and control the **true costs** of your business.
- ★ Find out what your **break-even volume** is.
- ★ Budget your **expenses** and manage your **cash flow**.
- ★ Determine your **most profitable products or services**.
- ★ Broaden your **revenue** and **customer base**.
- ★ Establish **strategic alliances**.
- ★ Use **efficient invoicing and collection systems**.
- ★ Negotiate **favorable terms** with your vendors.
- ★ Develop **effective operational procedures**.
- ★ Monitor **productivity and quality**.
- ★ Design **appropriate training** and **incentive plans**.
- ★ Implement **efficacious technology**.
- ★ Apply **best practices** in business management.

