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Fine Tuning Your Business

FOR A BUSINESS or non-profit to start operations and remain open over the years requires coordination and skill in any economic climate. To survive the worst recession in decades demands stamina and determination. This article addresses steps for Scottsdale businesses to fine tune operations now and to set the stage for future thriving.

Clients are #1

We scramble to retain clients and gain new ones and continual improvement to the strategy we use is imperative. Person to Person networking events are great but they are jammed. LinkedIn, Twitter, and Social Network are the rage but will they get to your bottom line fast enough?

Steer your business by continued development of your unique niches and focus. This includes automating sales, marketing, and service functions to lower costs and improve results. Also, constantly nourish your centers of influence and target geographic areas or industries. Seek ways to improve the value added services you provide which includes sharing information to help your clients.

Finally, many people and industries are crushed. Reinventing yourself or your business is stressful and challenging. You succeeded when you started the first time and you can do it again.

Going Green

Green offices are popular and smart be-

cause they are cost effective and improve operations. In the future we will all be paperless so start a transition plan sooner rather than later. Accounting and bookkeeping as well as employee benefits and human resources are great functions to begin the paperless transition. If you have started already then implement the next generation of software improvements.

By the Numbers

The bottom line dominates survival but it is constant attention to the middle lines that allows success. "Integrating your accounting and bookkeeping; tax preparation and compliance; payroll and sales tax preparation; can improve your ability to strategically manage your operations", advises Joanne Whitmer of CFOTech. "Develop long-term strategic plans that are supported by the financial results. Get second opinions on tactical decision-making from a CPA, business consultant, or trusted advisor."

Employee Power

"The heart of any enterprise is the employees that make it run. How they feel is transmitted to customers and prospects." Zach Wentz started AZ Mobile HR, LLC to help employer groups establish stable and secure work environments and to improve morale. "While HR compliance is imperative, long term success is derived from improved employee productivity that is incrementally better

than the competition. Training in positive communication and goal-setting, defining the organization's core values and even fitness programs are all used to maximize employee effectiveness".

Boyce & Associates specializes in pension plan design and administration and Andrea Donaldson, VP of Client Relations advises that many businesses do not have properly structured retirement plans. "Both the bottom line financial numbers and the employee feeling of well being can be improved by making sure 401k, profit sharing, defined benefit, and retirement plans are optimized."

Lastly, health insurance and employee benefit trends include reducing benefits and moving to higher employee contributions. Health Savings Accounts are slowly gaining traction. Legislative changes of some form from the federal government are a wild card. Areas to review now include contribution strategy, dual options, wellness, and consumer directed plans.

Tune Up Now

Please use the services of the professionals quoted in this article or find your own local trusted advisors and fine tune your operations now. This will help you thrive in the recovery that is starting now.

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