

Three key office systems you need to manage your business

These days we are so overloaded with information that it's easy to lose sight of the basics of running a business, and you very quickly become overwhelmed and suffer from information overload! Just take a look at some of the ebooks, products, e-courses etc. you have stored on your PC - I bet they all relate to marketing your business, getting more clients, increasing your income etc. but I bet NONE of them tell you how to manage your business!

Building a successful long-term profitable business isn't about "marketing" your business, it's about "managing" your business - the marketing comes once you have your management systems in place.

You cannot begin to market your

business if you can't find the information you need, don't know who you are marketing to, and don't know where you are in your business.

So, let's go back to basics and take a look at the 3 key office systems you need to "manage" your business before you can start to "market" your business.

Filing Management System

Creating and maintaining a filing system is the very foundation that your business is built on, so this is the very first system you need to put in place - an efficient and effective filing system.

With a proper filing system in place you will very quickly and easily be able to find the information you need,

when you need it.

Contact Management System

After you've got your filing system all straightened out, you then need to set about organizing your contacts. This is another crucial area of managing your business. If set up correctly your contact management system allows you to:

- * Keep a note of clients, potential clients, and colleagues contact information.

- * Easily and effectively follow-up with a prospect.

- * Locate critical client contact information quickly and easily.

- * Build your business.

Financial Management System

This is the final key office management system you need to put in place for managing your business. Once you know where you are in your business financially, you will be able to much more effectively market your business.

Having up-to-date, critical, financial information available at your fingertips allows you to efficiently manage cashflow and be able to know straight-away if you can take advantage of opportunities that come your way.

So remember, go back to basics and first "manage" your business before you "market" your business.

Top 5 strategies to get your office schedule back on track!

After the lon, lazy, summer you may have let your office schedule slip- follow these great tips and get YOUR office schedule back on track!

1 Clear out your desk and files

Make way for those exciting new projects that have been put on the backburner over the summer. I recently did this and apart from getting rid of four grocery bags of papers, I felt much more motivated to start those projects that had been lurking for months! And it's amazing what you come across too!

2 Set up a Resource Folder

Keep track of those all-important pieces of information that you come across

daily. How? Create a Resource Folder:

- on your PC-store all those downloaded documents and create a shortcut on

your desktop so that you can easily access your information. Go one step

further and create folders within your folder, each relating to a specific topic, i.e. industry news, marketing, accounting-decide what works best for your business!

- in your Favourite Folder in your web browser-bookmark those web pages that you find useful so that you can easily access them again. Create subject specific folders within the main resource folder.

- using a ring binder file-print out articles that you come across while

surfing or any emails that you may need to refer to again; cut out useful

magazine articles; store newsletters, circulars or magazines.

In fact use your resource binder to store anything that you will want to keep and refer to again!

Use divider cards so that you can easily access resources on a particular topic.

Or use a combination of all three for maximum efficiency!

3 Get back in touch with your clients and contacts

Now's a good time to update your client and contact database. It's easy to let things slip over the summer, so drop them a personal note or email and make sure that the information you currently have for them is up-to-date- and this will ensure that your information is accurate when you come to send those all-important Christmas greetings!

4 Get your website listed in as many places as possible!

Update your directory listings; get entered on new industry directo-



ries; check backlinks-set up a spreadsheet to keep track of all of this.

5 Get your finances organised

I know, it's summer; you'd rather be outside enjoying the sunshine than inside organising your receipts.

Now's the time to drag out all those business receipts and get your bookkeeping system back on track!

Follow these simple tips and you'll soon have your office schedule back on track!

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Brand Manager

The ideal candidate should have positive attitude and the ability to work independently and possess excellent interpersonal and communication skills. Fluency in both English and Sinhala will be required whilst knowledge of Tamil would be a definite advantage.

Job Description :

Designing, developing, and implementing effective integrated Brand Strategies, liaising with Research and Advertising agencies whilst maintaining an excellent relationship with stake holders of the brand.

Qualifications : CIM (UK) or equivalent qualification is requisite.

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Customer Relations Executive

Applicants should be between the ages of 20 - 28 years, with a good educational background, with 3 passes at the G.C.E (A/L).

You must have a pleasing personality and be able to work independently and in teams.

Language proficiency in all three languages would be a definite advantage. Computer literacy is a must. Previous experience in Public Relations or Customer Services, Client Servicing at a reputed organization and having part qualification in CIM/SLIM would be a definite advantage.

If you feel that you measure up to our requirements, please send your resume to the below address with contact details of two non related referees to reach us within seven days of this advertisement. Please mention the post applied for on the top left hand corner of the envelope.

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