

Index

- Administration, streamlining, 21–29, 30
 computerizing, 22–25
 outsourcing, 25–26
 revamping, 28–29
 standardizing, 26–28
- Advertising
 auction-type, 99
 print, traditional, 98–101
 radio and cable TV, 100
- Affiliate Marketing, 44
- Affiliations, growing, 40–45, 46
 new tactics, 44–45
 strategic alliances, 42–43
 traditional associations, 41–42
- Alliances, strategic, 42–43
 Internet and, 42–43
- Amazon, 26
- AOL, 92
- Association memberships, 131
- Associations, traditional, 41–42
- Awards, 37–38
- Back office focus, changing, 71–81, 86
 accurate information for ultimate value, 71–76
 guarding the bottom line, 76–78
 information sharing, 78–81
- Backups, 18, 25, 76, 130
- Billable hours, 24, 65, 175
- Bing, 43, 45
- Blogs, 90–91
- Bottom line, summary steps to increase, 127–29
- Bottom line, working to, 62–66
 job costing, 62–64
 time and billing, 65–66
- Brand extensions, 15–16
- Budget, knowing, 58–62
 include all known expenses, 60–62
 include all possible income, 59–60
- Business articles, 101
- Business systems, security, and use by employees, 78
- Calendar-based contracts and subscriptions, 53–54
- Cash flow management, 49–58
 calendar-based contracts and subscriptions, 53–54
 credit planning, 57–58
 maintenance contracts, 52–53
 retainer plans, 49–52
 vendor and cross-selling income scheduling, 55–56
 workload management, 54–55
- Cash flow, maximizing, 47–68
 keep the cash flowing, 49–58, 67
 knowing your budget, 58–62, 67
 working to bottom line, 62–66, 68
- Certifications, industry and professional, 35
- Chambers of Commerce, 41
- Changes, scheduling, checklists and worksheets, 163–86
- Client documents, monitoring, 77
- CNN, 92
- Co-op, 36, 56, 77, 98
- Computerization, and streamlining, 22–25
- Cost of goods
 decreasing, 19–20
 Internet and, 19
- Craigslist, 116

Index

- Credentials, increasing, 45
 - awards, 37–38
 - basics, 33–37
 - employee recognition, 38–40
- Credit planning, 57–58
- CRM. *see* Customer Relationship Management (CRM)
- Cross-selling, 9–10
 - Internet and, 9
- Customer Relationship Management (CRM), 23, 80, 105–6, 107, 109
- Direct contacts, 103–4
- Direct mail/newsletters, 100
- Discretionary expenses, 60, 61
- E-learning, 19
- Ecommerce, 25
- EDI. *see* Electronic Data Interchange
- Eileen Fisher, 39–40
- Electronic Data Interchange (EDI), 25
- Email hosting, 9, 18, 25, 50, 76, 130
- Email tag line. *see* Tag lines
- Employee recognition, 38–40
- Employee utilization. *see* Utilization
- Enlisting employees as salespeople, 113–19, 124
 - being excellent, 117–19
 - breaking the mold, 115–17
 - spreading the message, 113–15
- Excellence, importance of, 117–19
- Expanding your market, 12–14
- Expenses
 - discretionary, 60, 61
 - fixed, 60, 61
 - sales dependent, 60, 61
- Expenses, decreasing, 17–21, 30
 - cost of goods, 18–20
 - the office, 17–18
 - the workforce, 20–21
- Facebook, 44–45, 89, 90, 92, 95–96, 97, 98, 99, 101, 106–7, 114, 116, 120
- Fixed expenses, 60, 61
- Fixed pricing, 82–83
- Forums, 94–95
- Google, 43–45, 44, 92, 95–96, 96, 99, 101, 106–7, 107, 116, 120
- GoToMeeting, 94
- Hidden management costs, 81–82
- Hourly billing, 83–85
- How-to guide to creating profit, 131–62
- Information, maintaining for value, 72–73
 - accounting information, 73
 - budgets, 72–73
 - checklist of questions, 75
 - client and vendor information, 72
 - company literature and sales information, 74
 - employee information, 72
 - office policy/procedure updates, 74
 - requirements for employee certifications, 73
 - sales leads, 73
 - tech support resources, 73
 - vendor updates, 74
- Information-sharing techniques, 78–81
- Internet, 16–17, 80–81
- Intra-office development, 119
- Job costing, 23, 62–64, 84–127
- Just-in-time, just enough ordering, 58
- Just-in-time, just enough paying, 58
- Labor utilization. *see* Utilization
- Leading Hotels of the World, 36–37
- LinkedIn, 45, 89, 90, 97–98, 98, 114
- Loss leaders, 14–15
- Maintenance contracts, 52–53
- Management costs, streamlining, 69–86
 - changing back office focus, 71–81
 - managing for profit, 81–85
- Mantra, creating a business, 120–23, 124
 - find what's wrong, 121–22
 - join the club, 123
 - know what's working, 120–21
 - make it right, 122–23
- Marketing efforts, back office, 74
- Marketing, ideas for small to mid-sized businesses, 96–104
 - blatant advertising, 98–101
 - direct contacts, 103–4
 - laying the groundwork, 97–98
 - referrals, 102–3
 - subtle message spreaders, 101–2
- Marketing, measuring efforts, 106–8

Index

- Marketing, raising the bar, 87–109
 - covering all bases, 96–104
 - networking, 89–96
 - strategizing, 105–8
- Mass emailing, 100
- Microsoft Live Meeting, 94
- Monster, 116
- MSNBC, 92
- MySpace, 44, 89, 114
- Networking, 89–96, 108–9
 - blogs, 90–91
 - forums, 94–95
 - news columns, 91–93
 - online networks, 89–90
 - web conferencing, 93–94
 - webcasts and podcasts, 95–96
- News columns, 91–93
- Office expenses, decreasing, 17–18
- Online networks, 89–90
- Online recruiting sites, reviewing, 77
- Outsourcing, 25–26
- Profit and Loss, 22, 29, 58, 68, 73, 128
- Profit centers, creating, 86
- Profit, managing for, 81–85
 - fixed pricing, 82–83
 - hourly billing, 83–85
- Rebates, commissions, co-op programs, monitoring, 77
- Referrals, 102–3
- Relais & Chateaux, 36
- Relationship selling, 10–11
- Retainer plans, 49–52
- Return on Investment (ROI), 22, 34, 101, 107, 129
- Revamping, 28–29
- Rules of operation, changing, 7–30
 - decreasing expenses, 17–21
 - increasing sales, 9–17
 - streamlining administration, 21–29
- Sales opportunities, 30
- Sales, increasing, 9–17
 - brand extensions, 15–16
 - cross-selling, 9–10
 - expanding the market, 12–14
 - relationship selling, 10–11
 - replacing stale successes with winners, 16–17
 - using loss leaders, 14–15
 - vertical *vs.* horizontal selling, 11–12
- Sales-dependent expenses, 60, 61
- Salesperson, everyone as, 111–24
 - creating a mantra, 120–23
 - enlisting, 113–19
- Search engine, 92, 99
- Search engine optimization, 99, 101, 116
- Seminars/presentations/conferences, 104
- Stale successes, replacing, 16–17
- Standardizing, 26–28
 - office manual, 27–28
- Strategizing, 105–8, 109
 - how to begin, 105–6
 - measuring your efforts, 106–8
- Tag lines, 92, 113–14
- Telemarketing, 194
- Time and billing, 23, 62, 65–66, 72, 79, 82, 127, 130
- Trade shows, 103–4, 109
- Twitter, 90, 114, 116
- Utilization, 68, 73, 75, 127
- Vendor and cross-selling income, scheduling, 55–56
- Vertical *vs.* horizontal selling, 11–12
- Virtual Assistant, 26, 29
- Virtual business, 26, 29
- Virtual business model, 29
- Virtual companies, 97
- Visibility and connectedness, 31–46
 - growing affiliations, 40–45
 - increasing credentials, 33–40
- Web conferencing, 93–94
- Webcasts and podcasts, 95–96
- WebEx, 94
- Website hosting, 9, 18, 25, 76
- Wikipedia, 43, 89, 90, 97
- Workforce expenses, decreasing, 20–21
- Yahoo, 43
- YouTube, 90, 98