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LINKS YOU CAN USE NOW



This Month –Market Research

Market research is an invaluable and inextricable part of business planning. From startup to the next fiscal year, here are some resources to kick-start efforts.

Market Research Is the Foundation of a Successful Small Business

From the start of your business plan to daily operations and future growth, discover why market research is the lynchpin in a successful venture.

More: <https://tinyurl.com/links07211>

How to Conduct Thorough Market Research for your Startup or Small Business

One of the best in the business, here is Salesforce's guide to comprehensive and methodical market research.

More: <https://tinyurl.com/links07212>

How to Do Market Research: A Guide and Template

With the understanding of all market research entails, learn how this research will trickle into your daily operations and customer interactions.

More: <https://tinyurl.com/links07213>

Research for Small Business: 8 Affordable Market Research Techniques

The market research process doesn't have to cost a fortune. Here are ideas for how to affordably go about the process. More:

<https://tinyurl.com/links07214>

Apps to Build a Great Company Culture with a Remote Team

Many workplaces started out being required to operate remotely due to the pandemic and are now implementing a more permanent flexible office policy. Remote work impacts the creation and upkeep of corporate culture, making for new challenges with employee morale.

Your team's culture acts as a guidepost. It sets the tone of workflow, decisions and behaviors, and it provides clarity in times of change, making for smoother transitions. Here are some tools to master the art of remote work culture.

Discover. To find what makes your team's culture unique, peel away elements solely attached to desks and lunchrooms. What bonds your team together? What similar values and attitudes are shared? With this, remember to clarify the greater vision and strategic purpose your team provides to the organization.

Communicate. Keeping the team up to date and in sync with each other is critical to maintaining culture and flow. Some of the most popular options, Slack and Monday, are great tools to bring your team together in one place.

Connect. Take every chance to foster and celebrate collaboration and teamwork. Apps like Nectar, Assembly and Fond help to reinforce great teamwork, easily automating and giving a boost to morale and socially recognizing contributors for their everyday excellence.

Engage. Especially key to maintaining employee engagement levels, the camaraderie created within a corporate culture also helps to remedy the loneliness that comes with remote, isolated work. Fun team-building apps like those on QuizBreaker, Go Game and Let's Roam allow teams to play and further develop rapport even at a distance.



Quotes on ... Action

Action is the foundational key to all success.

Pablo Picasso

You don't have to be great to start, but you have to start to be great.

Zig Ziglar

Never confuse movement with action.

Ernest Hemingway

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Easy Ways to Cultivate Connection with Your Client

Building great client relationships is vital to the success of your business. There are a variety of techniques, online tools, and apps you can use to stay in touch with clients across the miles. But when relationships are maintained primarily via phone, video calls, and online chat tools, it's important to make sure that communication remains compassionate and empathetic.

Here are some ways to nurture relationships with clients when communicating virtually.

Use intentionally inclusive speech. In conversation, always frame the client relationship as “we,” making it clear that you are on the same team. This helps build trust and create intimacy in the relationship.

Whenever possible, opt for a video call instead of a phone call. The combination of audio and visual stimulation makes it easier to explain and grasp concepts. Even if the call is brief, seeing someone's face instead of just hearing their voice fosters a deeper connection.

Make sure people know that you appreciate their participation in the discussion. Some people may be reluctant to speak in a virtual media setting. Make an effort to include all stakeholders by asking for their thoughts, ideas, and feedback. When someone offers a suggestion or asks a question, let them know that their input is valued.

Share. Communicate what you have been working on, give progress reports and updates, and explain your next steps. Keep your clients in the loop and help them understand what you're doing.

Take an interest. Show genuine care and enthusiasm for your clients. Learn about their interests, dreams, and goals. Make it a point to remember the little things, and follow up to show you care. Understanding your clients and their points of view helps you to do the best work for them.

Set up alerts with a tool such as Google Alerts that reminds you to reach out on a regular basis. Ask customers for ideas, input, or recommendations for improvement. Or simply thank them and let them know they're appreciated by way of a personal video.

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.

Who invented laser tag?