

# What makes a Successful Business

## Culture and Values

Our actions and the values we live-by determine our future, create trust and long-term relationships with our clients and develop a successful organisation.

## Brand Value and Reputation

Our reputation in the marketplace, the quality of the work that we do and our standing with our customers resulting in them recommending us to others is so important and should never be underestimated or taken for granted.

## Marketing and Sales

Servicing our existing customers well, together with identifying new ideal customers, regularly communicating our offering to them and then converting them to a long-term customer is a fundamental pillar of a successful business.

## Client Care

Our Client Care Programme showing how much we care about our customers, helping them to be more successful, knowing and then fully meeting their needs is essential to our success and protects us from the marketing efforts of our competitors.

## People

Recruiting, inducting, training, skill development, coaching, motivating and inspiring the right people is another one of the fundamental pillars of a successful business.

## Operations

Efficient systems, processes and procedures delivered right first time every time to our clients, adding real value to our customer demonstrates the delivery of a quality product or service and the signs of a truly world class organisation.

## Finance

Producing sufficient net profit and managing cash flow is the essence of every successful business.

## Quality

Consistently delivering high quality service to meet the needs of our customers which adds real value to their business or private lives is essential to our success.

## Products and Services

To develop a comprehensive wide range of products and services that add real value to our customers business or private lives and that people want to buy. To appoint specialists to develop, promote and then deliver these products and services.

## Knowledge Base and Information Management

The ability to collect, store and retrieve both knowledge and information about our industry, our products and services, our customers and the way we do things is a key competitive advantage.

## Competitor Analysis

What the best businesses are doing, the products and services that they are delivering, the quality standards they operate by, the value they are adding – all need our constant attention.

## Innovation

Constantly developing new products and services that meet the needs of our customers, that add real value to their business or private lives and that they want to buy is the lifeblood of every successful organisation.

## Change Management

Clients and the business world is in constant flux and our agility to be able to cope and implement our continuous change management processes are essential to the success of every business. We need to face East and be aware of India and China marching towards us and our customers, not to mention on-line and other low-cost operators attacking our customers.

## Community

Getting involved in our community and giving something back is something that every successful business should actively encourage.

## Vision

To scan the horizon, know our marketplace, assess our competitors, know the needs of our customers, develop a wide range of the right products and services, appoint the right people, create efficient systems and procedures, develop the skills needed to do the job, deliver right first time every time philosophy, attract the right customers, make enough profits and cash flow and constantly innovate/manage change; doing all these things really well within a clear vision of the future together with an organisational structure that will meet the changing needs of our customers, is the constant challenge facing us all.



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