

## DOWNLOAD PDF MILESTONE ONE: HOW WELL DO YOU KNOW YOURSELF AND YOUR CUSTOMERS?

### Chapter 1 : Self Storage Milestone: Happy 1-Year Anniversary to Sarah!

*Look beyond your core business and understand your customer's full range of choices, as well as his or her ecosystem of suppliers, partners etc of which you may be part.*

Get your story straight Start brainstorming for the exceptional cover letter that gets you noticed. You should always create drafts for both letter types and have them on hand so you can be ready to submit yours on demand. Get started on drafting yours as you work through these activities. Hi Alison, Hope you are doing well. I am glad that Dan introduced us last week and I was able to learn more about marketing roles at Clearslide. I am very interested in the Marketing Data Associate position available and feel I could be a great asset to the team. Some highlights of my experience include: Building and executing tests to scale user growth in new test markets for Lyft. Leading the testing for cities such as Los Angeles, Seattle, and Austin Creating and launching a new tracking process for event registration pre and post event metrics Building out web based campaigns to acquire new users and nurture existing users in the San Francisco bay area Please find my attached resume for reference. Looking forward to connecting soon. These sites may only allow you to submit a brief cover letter via a few lines of cut-and-pasted plain text, and you may not know who the hiring manager is. In those cases, just stick to a summary of your qualifications and use a generic greeting, like Dear Hiring Manager: Thank you for considering my online application for the Technical Writer position posted on SimplyHired. I have completed the online application and my resume is attached in PDF format. Before moving on to the next section, take a few minutes to draft some practice informal cover letters, and keep them handy so you can revise them in one of the later activities in this milestone. You should plan to spend at least an hour composing and revising it each and every time you apply for a new job. Use the same job description you chose during the Resume milestone to help you complete this activity, or choose a new one from the Job Search tool if you like. Now, open a Word document and start writing! Follow these steps to help you craft the best letter possible: What are the top three most desired skills that the employer is looking for in the job description? The skills you list will help you with the body of your cover letter. What are your biggest accomplishments based on these identified skills? Building off the skills you have chosen, your accomplishments whether professional, volunteer or school experience, should help the hiring manager understand what assets you can bring to their company and role. Think about what interests or excites you most about the employer as you do your research, and plan to use those ideas when crafting the introduction of your cover letter. End your cover letter with "Sincerely," followed by your name. How is your writing session going? By now you should have drafted at least two or three different cover letters -- both informal and formal -- because you can expect to use both types in your job search. I practiced writing cover letters and know how to write one!

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### Chapter 2 : 5 Growth Milestones For Small Businesses - Multichannel Merchant

*If you only talk about the potential upside of an idea, you're doing yourself, your employees and your stakeholders a disservice. Successful business owners know that it's very rare for a business or product to come to fruition exactly as envisioned in the original business plan.*

However, before the recession, many companies were reluctant to embark on payment-term extension programs for fear of disrupting their supply chains, losing suppliers, or forcing them to raise their prices. But in the face of what looked like economic Armageddon, such considerations seemed less compelling than bolstering working capital. Therefore, many large companies began telling suppliers especially the smaller ones providing noncore or indirect goods and services that payment schedules would be extended from 30 days to 45 days, or from 60 days to 90 days, and sometimes beyond. To their surprise, it worked. Lots of organizations survived the downturn by getting smarter. They went through cost-cutting; improved working capital, and saw the benefits of extending payables. This is one area where large firms often take advantage of their market power to strong-arm small-business suppliers and customers. Do you have a longstanding, successful relationship with the buyer? Maybe the buyer has nowhere else to go. Feel good about yourself. Heald suggests that a cash-flow-challenged business can offer early payment discounts. Marion is less than enthusiastic about that strategy. Manipulate something that matters to you, not to them. Procurement will understand you better. Realize that AP and your client have very different interests. AP is incentivized to improve cash-flow metrics. Your client, you have a relationship with. Let him worry about AP. To get emotion out of it, Marion suggests having someone else deal with collectibles. In cases where getting paid late puts your business in a bind, and your customer is not willing to negotiate, Heald suggests asking if your customer is willing to enter into a supply-chain-financing agreement. Heald believes this arrangement will grow in popularity in coming years as everyone the small-business supplier that gets paid quickly; the bank that collects a fee; and the buyer that pays at a working capitalâ€”friendly pace can benefit.

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### Chapter 3 : How well do you know your customers? | Salon Business Coach

*If you're not starting out with a clear understanding of your customers' journey you'll have trouble charting the way to the rest of your milestones. Once you understand the journey, you need to know how to establish effective listening posts along the way in order to keep learning about your customers.*

You are using an older, unsupported browser. Please visit this link to contact us. Happy 1-Year Anniversary to Sarah! The care they give our customers is unparalleled and we want to highlight their milestones along the way. Below is an interview with Sarah, who is celebrating her 1-year anniversary with A-1 Self Storage. What year anniversary are we celebrating? This is the first one. What kind of jobs have you had? Right before this job I was working in imports and exports. Can you explain what you did there? In that job I helped with the containers coming in from the ports or shipping stuff from one side of the country to the other. I worked in customer service there, so I talked to customers and helped get them their delivery receipts. I did a lot of trouble shooting too, but also really anything that had to do with customer service. How does working in self storage compare to your previous job? They are completely different. The only thing that is at all close to it is the customer service side of it. Here you deal with customers that can be a little more aggressive, so you find yourself trying to keep your calm. How did you end up in self storage? Actually I was interested in getting into property management. But in property management you have to have a certain amount of years of experience before you can get into it. Storage, I feel like, was a way for me to try it and get my foot in the door. Yeah, I feel really blessed I got this job! I found out about the position from an ad on Craigslist. Was there anything that surprised you about the industry once you got into it? Just the different level of customer service. Do you have any advice for anyone interested in working in self storage for the first time? Be open to different personalities. Learning all of the different policies and procedures for dealing with rentals and customers. Also, of course, learning how to handle different kinds of customers. I have a customer who will bring me coffee in the morning once or twice a week. Yes, he is very friendly and he really likes the facility and how we keep it clean and how we deal with our customers. He likes to show us his appreciation by bringing us some coffee or even lunch occasionally! Switching gears a little, I want to hear about the people you work with who have influenced you. Is there anyone who has been a big help in answering your questions throughout the first year and mentoring you? There are two people. Stephanie , who trained me, is amazing at her job. Having her as a manager has helped me to also know when to not be so harsh and balance out being rigid. Sounds like you have good mentors to help keep you well rounded! Where is your favorite place to eat or hang out in town? Well, I have two kids, so a lot of my time is spent hanging out with them. There is this restaurant that we love to go to called Dirt Dog in LA. You know the Mexican corn where they put the chili and the parmesan over the corn? They do that to a hot dog.

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### Chapter 4 : 25 Fun, Quirky and Memorable Customer Appreciation Ideas

*Then everything you do in your business can be targeted at your customers, so that you can start solving their problems. In marketing, if you don't know who you're targeting your services at, you are shooting in the dark.*

The bitter truth is that most startups will fail, and the odds are more heavily stacked against rookie entrepreneurs. So, what separates experienced entrepreneurs from those just starting out? Educating yourself on common milestones in your startup will give you a better chance of getting through the stages of your growing business.

**First Dollar of Revenue** Your first dollar proves that your business model can generate revenue. It shows demand and market validation for your product or service. Yet there are some things to consider about your first dollar that will provide valuable insight into your business. How long did it take you to generate this first dollar? How long will it take you to generate your additional revenue? How much did it cost you in time, money, or effort to get a dollar? Will you be able to cut your acquisition cost down? If it took a long time to generate your first dollar, or if you spent more on customer acquisition than on the lifetime value of a customer, then you need to re-evaluate your business model. Identify potential problems early on and make corrections. More importantly, make sure you are adding diversity to your team – a topic often overlooked. Add diversity not only demographically, but in terms of experience, skills and network. Yes, you want to hire people who you get along with, but you also need to expand your horizons by bringing in someone who will expand your capabilities rather than just multiply what your current team already does well. When you finally do find that ideal candidate, make sure to properly incentivize them as one of the first employees. Their performance will have an incredible amount of influence on the success of the company at this early stage, so reward them appropriately. Many times, these intangible benefits are significantly more valuable than any amount of funding, so be sure to carefully evaluate each opportunity before you make the final decision.

**First Pivot** Successful brands like Instagram, Pinterest and Twitter all made pivots at one point or another. Your company will most likely do the same. You simply cannot anticipate exactly what the market needs until you fully immerse yourself into it. Work with customers and adapt your business model based on first-hand data. Leverage your industry knowledge to effectively pivot your business. Ideally, it should keep you in the same vertical but might require making a change to the way in which you approach a slightly different market need. When you finally decide to make the pivot, consider bringing on a new employee to provide a fresh point of view. When you pivot, also make sure that you clearly communicate the change to your customers in a well-thought-out manner.

**First Office** Your first office is not only a place to work but a reflection of your company. It legitimizes your business and demonstrates to new employees, investors and partners the kind of environment that brings out your best work and ideas. What kind of look and feel do you want to convey? Is the layout conducive to productivity and comfort? Is the office space the one you want to grow into and are the lease terms aligned with your long-term company plans? At our company, these are the kinds of questions we suggest our clients ask before they commit. Engaging brokers who are familiar with high-growth companies will enable you to quickly find the office space that fits your needs and provides flexibility for an upgrade once your business grows. The path to success for startups is tricky and covered in potholes.

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### Chapter 5 : How to Prepare for Your First 5 Business Milestones | BusinessCollective

*Once you finally decide on your first investor, you're responsible for delivering results not only for yourself but your investor as well, since they're putting their money, reputation and time on the line.*

When most people hit a milestone birthday, they have a party, go on a trip, or cross off items on their bucket list. Smith did the same but elevated it significantly in a way that allowed tens of thousands of people to take part in his adventure. Any milestone can be transformed into a delightful experience. Smith could have easily done the bungee jump with a small group of his family and friends there to cheer him on. He chose instead to make the event into a grand event, dubbed "The Jump," that fans around the world could tune into. To make the live stream even more special, Smith enlisted the help of his former Fresh Prince of Bellaire co-star Alfonso Ribeiro to host the event. My waitress watched it alongside me. A guy on the other side of the bar streamed it from his phone as well. We watched with baited breath as excitement and anxiety built for the big moment. We let out a collective sigh of relief when we saw he completed the jump safely. Think about how you can elevate the different milestones your company encounters. Latch on to a day, week, or month-long celebration of something already on a calendar. At my old company, we made products for people with diabetes. Every year we would work to make a big to-do for World Diabetes Day. Use content strategically to amplify the event. Leading up to "The Jump," Smith and his team posted a lot of content on Instagram, his YouTube channel and other outlets talking about the event. But I sat there glued to my phone along with tens of thousands of others for over an hour watching the pre-jump festivities, hosted by Ribeiro, which included discussions with Smith, his family, educational vignettes about The Grand Canyon, and the mechanics of doing such a jump successfully. Engage partners to expand your reach and add more meaning. Smith turned "The Jump" into a charity event. He partnered with Omaze, a technology platform that democratizes traditional auction-giving. Fans around the world donated to win the chance to hang with Will Smith during the bungee jump celebration. More than 25 thousand people donated before the event. One fan was randomly selected, and she and a guest participated in the live stream. Thousands more donated during the live stream, even though there was no longer a chance to win the prize tied to it. That could be charities or even other brands who have a special interest in the vision for your event. Increase the word of mouth promotion, excitement, and trust for your brand by producing the remarkable. Build an integrated plan, rally your team to help you implement, and have fun along the way. A post shared by Will Smith willsmith on Sep 21, at 6: Sep 26, More from Inc.

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### Chapter 6 : Net Promoter Customer Journey Mapping

*As you think about how to deliver remarkable experiences to your customers, don't just limit yourself to the event itself, and posting a photo recap of it after on your social channels.*

Let us count the ways: Customers are less loyal and far less trusting than they used to be. This is especially true in industries whose reputations suffered during the financial crisis—including banking, pharmaceuticals, energy, airlines and media. Consumers have more power than ever before, thanks to social media, easy on-line comparison-shopping, and a proliferation of choices. Customer diversity continues to increase, putting a premium on micro-segmentation and deep customer insight. By increasing the noise-to-data ratio, the data deluge occasioned by the Internet can actually make it harder to understand your customers. Economic uncertainty and data overload confuse customers as well, making them less interested in products than in flexible, adaptive solutions. To get close to this more demanding client, you really need to get inside his or her head. Here are five ways to do that: This exercise will also deepen your understanding of competitors and help you better anticipate their moves. Some hospitals ask interns to experience the check-in process as fake patients. One client asked managers to listen in on its call center. Field diverse customer teams. One bank added members of the back-office support group to its customer team, supplementing the usual customer-facing roles. IBM sends senior teams from different disciplines into the field to meet customers and develop a deep understanding of how to serve them better. Learn together with customers. GE invited its top customers in China, along with local executives and account managers, to a seminar on leadership and innovation. Doing so not only helped GE executives better understand the mindset of Chinese counterparts; it also helped them to influence that mindset. Lean forward and anticipate. Focus on what customers will want tomorrow, as Steve Jobs and Richard Branson did so exquisitely. Try to envision different futures through tools like scenario planning and then explore how underlying market shifts may affect your customers. Remember that sometimes you need to get out of your own way to really understand your customers. That can cause you to miss important opportunities, or to get blindsided later. So, try to listen with a third ear, as an anthropologist would, to what your customers are saying to you. Day who just published a related book called Innovation Prowess. [Click here to test your customer centricity.](#) Apr 25, More from Inc.

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## Chapter 7 : 7 Ways to Handle Customers Who Delay Payment Schedules

*Our Georgia Milestones Success Strategies study guide will teach you what you need to know, but our Study Skills bonus will show you HOW to use the information to be successful on the Georgia Milestones. The ability to learn faster will accelerate the progress you make as you study for the test.*

Thank the Ones Who Make it Happen Product We make a web-based help desk for teams that insist on a delightful customer experience. More about the product Blog Every week we publish a new article on customer loyalty and building a customer-centric company. Read the latest Resources Read through more resources just like this one along with online guides and infographics. Kennedy This resource features 25 outstanding ways to show your appreciation to customers. Every attempt at giving thanks must be relevant and personalized, noticeable and sincere. These simple requirements will ensure your show of gratitude hits home with customers. Show customers your thankfulness today by acting on one or more! Can you remember the last time you received a handwritten thank-you card? Your note should be specific and personal. Write fewer notes if you need to, but maximize the impact. The extra time is worth it! How cool would it be to hold regular events where you bring in experts to talk about coffee and do free tastings? The more educated your customers become, the more they will appreciate coffee, thus the more valuable they are to your business. Run an online business? You can use your blog, webinars, whitepapers and free coaching to help people make the most of your product or service. Tip Two huge benefits come from thanking customers this way: Customers trust you and they have a greater appreciation for your products. Give a customer service experience so delightfully over-the-top that one lucky customer will have a great story to tell. Maybe your time is more valuable. Go out of your way to meet people on the front lines and hear about what they do every day. This could be a critical learning experience for your business. The Value of Meeting Customers in Person. Give one as a gift to customers. This gesture offers customers insight into your company culture and opens the lines of communication for future discussion about the book. When your customers are businesses, this is an especially effective technique. For instance, at Help Scout we regularly give away our favorite books: Companies that embody these principles and philosophies get the most out of Help Scout. Make sure to write a personalized note inside the book so your customer knows this is a thank you meant just for them! Customers love the red carpet treatment, which is why Amazon Prime and Zappos Rewards are so popular. Tip Tim Donnelly wrote a great article for Inc. You can reward your socially savvy customers with special announcements and exclusive promotions, and just be available to help and answer questions. You can also create a system for earning and using social media loyalty rewards points. Tip Starting a new loyalty program is a golden opportunity to solicit feedback. What are your customers preferred ways of earning loyalty points via social media? We like Ambassador , although there are tons of tools and options out there. Every time you travel, look up customers who live in the area and offer to buy them a coffee. Give your team permission and funds to meet up with customers in their area. Another way to profess your love: This makes customers feel valued and gives them a sense of pride in doing business with you. We can go back and search for that tag â€” for example, if we need new testimonials for our Customers page. But consider your audience: If your customer is a fitness guru, maybe send a paleo jerkey gift basket instead! If you choose cookies, some of our favorite places to order from include Christie Cookies they do custom tins and Cookie Crowd great unique flavors. Mine this information for hints on the perfect gift to send! Or, get creative and give a memorable charitable gift Thank customers with a free, spontaneous upgrade. You can play database roulette and pick five customers at random, or make a list of your most loyal customers and send the upgrade to the highest-ranking. Airlines mastered this practice decades ago with their frequent flyer programs, and it remains a great way to delight customers. Nikon did this with great success by adding a photo booth that anyone could use to the nighttime entertainment. Guests received their pictures instantaneously, and the pictures were branded with the company logo. Other great party ideas include a picnic, a wine tasting or a barbeque. Sponsor

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activities that encourage interaction and, most importantly, fun! Tip Think about what your company does best, and use it! Video production company Wistia does an amazing job at this with their Wistia at the Movies nights. A favorite local grocery store always has complimentary coffee at the front of the store. This freebie lets the store showcase different types of coffee they carry; meanwhile, shoppers get the chance to try before they buy and have a warming cup of joe while slowly browsing the aisles. Capitalize on the colorful and odd! Check out a listing of unique holidays here. Look for opportunities to refer them to other clients or link them into your network. You can also thank them with web traffic; link to their business on your website, including enthusiastic comments and your own testimonial, if applicable. Tip When you link to your customers on your blog – like we did in this gift guide roundup of independent sellers who use Help Scout – make sure to let them know so they see it and share it themselves! There is no better way to communicate with a customer than to show them you were listening. Let the conversation also be an opportunity to gather more feedback. Same goes for email – personal and friendly replies not purely canned ones! Same goes for Starbucks cards. Recognize special events in their lives by sending a small gift, such as flowers or a plant. The event could be a major birthday, a promotion or even a new addition to the family. Let them shop for an extra few hours after normal store hours and provide drinks and snacks. To create an even more memorable setting, invite your favorite local musical talent to set up in a corner of the store and entertain your guests. Tip For an extra-special evening, donate a percent of purchases from the event to charity. Create photo mugs , fridge magnets or other personalized gifts from the time you sponsored that photobooth. Those days are long gone. Customers also like receiving usable items such as smartphone cases or funny AND usable ones such as koozies , so think outside the normal swag box on this one. Tip At Help Scout we offer free stickers to folks who like to tell the world! These are opportunities to highlight happy customers, share their stories and give them a gift that delights them. In , Joe went out for a drive in his Honda Accord to celebrate the car hitting the million mile mark. When he got to the center of his small town he was met with a parade, congratulatory banner Tip No one expects you to gift a new car – keep it personal to your business!

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### Chapter 8 : 3 Ways to Sell a Product - wikiHow

*Without one, your business won't reach beyond the people you know, and your business will become stale and will falter. Therefore, you must market your business to the people don't know you, and the best way to do this is through running a paid ad campaign.*

Craig Evans September 17, Starting a business is no light feat. It takes nerves, determination and resilience that only entrepreneurs who have gone through it will understand. The journey from having a business idea to seeing your product or service being available to buy can span months, even years. In this time, there are a number of milestones that will signal positive growth for small businesses. If you have a small business or are thinking about starting one, check your business growth against these five stages. Having a viable business model The first growth milestone for small businesses is developing a viable and sustainable business model. Before you do anything else, you must ensure you validate your product or service. But, you can do in-depth research on your audience and competitors and gather sufficient data to prove that you have the solution to their problem. For example, if you want to open an orthodontist in the Central Coast , you should complete extensive competitor analysis so that you can ensure your own business has a point of difference that attracts your target audience. From there, something you must also consider is whether your business has the capacity to expand beyond its main product or service. Can you sustain your sales base and also reach a broader audience? Many new businesses “ from restaurants to retail stores ” cannot sustain their customer base past the startup phase, and once their capital runs out they are left with no choice but to sell the business. So, do you have the adequate financial backing to stabilize your business? And, importantly, do you have the time and energy to invest in it? Gaining a positive market response After conducting market research, the second growth milestone is how your business is received on the market, and how long it can survive. Testing and achieving market validation can take many forms. One of the most practical is creating a paid search campaign accompanied by an effective landing page to gauge the flow of traffic and audience interest. This symbolises that your product or service is of value to other people, which is incredibly motivating. Achieving and maintaining a positive cash flow Now you know that your business can exist on the market and has a satisfied, paying customer base. However, the next step is harder: Can you generate enough sales to break even? Are you able to cover operational costs and replace your capital assets? Sustaining cash flow is one of the hardest parts for a new business. For example, your product may take off, but without the adequate cash flow you will be unable to sustain an influx of orders. This scenario would cause your business to go from hero to zero very quickly. Sustaining your cash flow is cause for celebration. If you can do this, you can stay in business. Implementing a scalable marketing strategy Stage 4 of business growth is about implementing an effective marketing strategy. A scalable marketing strategy is where you see a return on your campaigns, over and over again. You should be able to amplify the output without amplifying the financial input. It may take time and experimentation to hone a marketing strategy that yields results, but with consistency and perseverance your business will continue to grow long-term. Sustaining business growth The fifth and final stage of business growth is when your business is succeeding by showing you high returns. This is a huge milestone for new businesses, and is worthy of celebration. However, this is not a time to take your foot off the pedal, as complacency at this stage will curtail your business results and cause your good fortune to become short-lived. Fast business growth can have a negative impact on your operations, so you must stay on-top of all areas of your business. Are your employees supported and staying long-term? Are you hiring quality people, or are you hiring too hastily to fulfil business growth? Are the managers able to handle a growing business “ both operationally and strategically ” and know how to effectively delegate amongst a team? If you can withstand the challenges and are smart with operation and strategy decisions, whilst preserving the spirit of still being a new business trying to get its legs, you will have a thriving business that will stand up against competitors in the market. Conclusion Reaching these 5 stages will indicate that your business is growing. Do

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all this with a great attitude, and your business will experience great success.