



- **GET ORGANIZED:** Physically, financially, and mentally. Prepare for success!
- **ASSESS** the year so far: how are you compared to your sales goals and your budget?
- **REFERRAL PROGRAM:** If you don't have one, get one set up! Referrals are the best type of new business and the easiest and cheapest to obtain. (If you don't have an official, effective referral program contact Sea Star Strategy today)
- **BUILD YOUR PERFECT TEAM:** Make sure you have the right people in the right positions, if not make the changes **NOW**. Make sure your team has all the tools they need, including training (especially training!).
- **COMMUNICATE:** Make sure you are keeping your company at the forefront of your clients and prospects consciousness. You want to be the first person they think of when they need your product or service! You'll need a monthly newsletter, frequent e-mail blasts, Social Media, events, & advertising.
- **LEARN SOMETHING:** Take a class or attend a conference or workshop. Give your team the opportunity for continuing education as well.
- **SUMMER WILL BE GONE VERY SOON. Are you ready for Autumn?** If not, call Sea Star Strategy for a consultation regarding your marketing and business development. **NOW** is the time to prepare for September and October. Consultation and proposals are free and can help you get on the right track. kcasale@optonline.net 631-505-2864



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