

## Credit crunch: you can minimise the impact!



*If you can imagine it  
you can achieve it!*

## Credit crunch: you can minimise the impact!

We are bombarded with news relating to the 'credit crunch'. The current economic situation is certainly affecting business – don't just sit there and accept it! Here is a small number of the many ways to minimise the impact and **get ahead** of the competition **now!**

### Office processes you should look at to reduce costs

Ensure your supplier contracts are up to date – if you've not renegotiated them for more than two years, you **will** get a better deal now.

Are you getting the most out of your banking facility – banks are losing enough; they **do not** want to lose your business as well!

Outsourcing secretarial work rather than using expensive temps is a **positive** way of **reducing** your HR bill.

### Actions you should take to increase cash flow and profit

Increase your **targeted** marketing, actively look for companies to target and show them how your company can **add value** to theirs.

Have your staff attend even more networking events, the **higher** your **profile**, the more exposure to **potential** customers!

Introduce your existing clients (and **all** new clients) to monthly standing orders for paying bills and **push** the use of credit cards as a payment method.

**You don't have time to ignore this!** This is not something that should wait until "I have more time to look at it". **Get ahead – do it or have it done now!**



Stewart Graham

**Avalon Solutions**  
Avalon House  
26 Faris Barn Drive  
Woodham

Surrey KT15 3DZ

t: +44 (0)1932 459383

m: +44 (0)7920 114572

e: [info@avalonsolutions.co.uk](mailto:info@avalonsolutions.co.uk)

w: [www.avalonsolutions.co.uk](http://www.avalonsolutions.co.uk)

Stewart Graham has managed organisations at the highest level for over 15 years. He has been a business mentor and speaker to Investor in People Assessors. He has given numerous seminars on a variety of topics.

Avalon Solutions supports your organisation by looking at your support and administrative processes, from a strategic and operational point of view, and improves them; resulting in a more efficient organisation, reduced costs and increased profit.

Avalon Solutions also offers business coaching and seminars on a variety of management topics.