

Checklist:

Reduce costs	<ul style="list-style-type: none"> • Check your gross profit and net profit margins. • Adjust your offer e.g. if you're a training provider, you could split a course into individually priced modules. • Negotiate with suppliers and landlords; not just having a discount but changing your payment plan.
Pay attention to the little things	<ul style="list-style-type: none"> • Decide on your must haves against the nice-to-haves. • Shop around for a better deal from banks, insurers and digital providers. • Make sure your product details are up to date.
Gain a perspective	<ul style="list-style-type: none"> • Step back and try and see the bigger picture. To do this, develop your networking circle e.g. find a mentor; join Newham Chamber of Commerce and/or a trade association; speak to your accountant. All this might help you to develop your competitive advantage. • Get feedback and ideas from your colleagues and teams. • If you're working at over capacity yourself, delegate or train others so that you don't have to do everything yourself.
Supporting your mindset	<ul style="list-style-type: none"> • Set realistic sales targets. • Lead by example. • Focus on what you can control. • Be willing to try new things i.e. a loyalty programme. • Take action. • Don't cut corners – quality sells.
Learning and upskilling	<ul style="list-style-type: none"> • Keep learning and growing. • Attend free webinars, read blogs and listen to podcasts. • Continue to network. • Pass on opportunities to your colleagues and teams. • Check our webinars/training/workshops pages regularly
Clever marketing	<ul style="list-style-type: none"> • Know which marketing tactics work. • Make sure that you track your marketing and its results. • Go free by using no cost social media channels to keep your presence alive. • Focus on what you do best and don't over discount. • Join our free directory or similar commercial platforms like Small Business Saturday and Black Pound Day