

# DAILY BUSINESS TIP

Friday, February 26, 2021

February 24-26, 2021

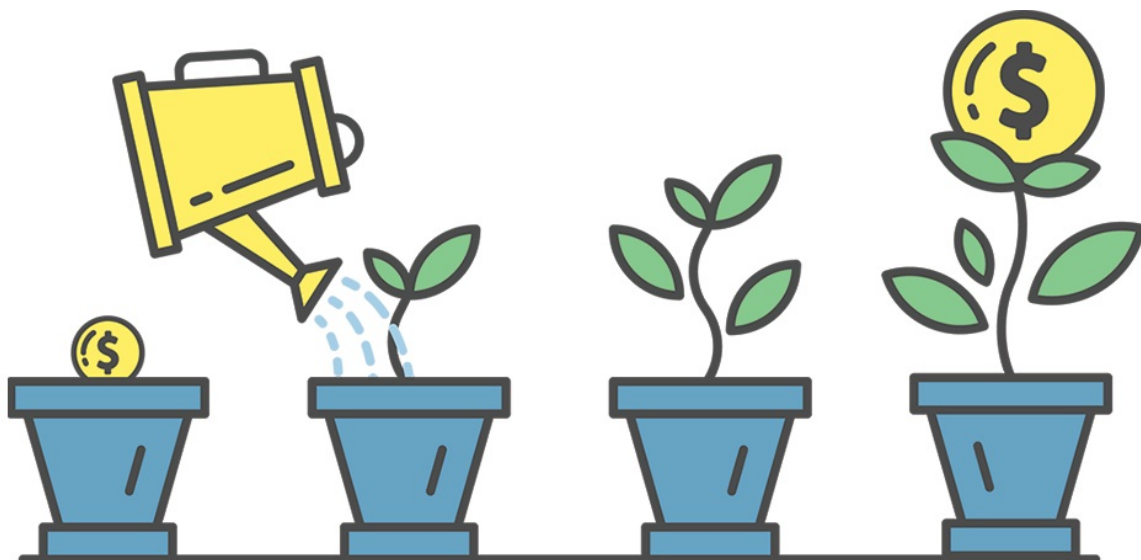
3-day virtual conference & EXPO  
35 sessions delivering education, information & resources  
8:30 a.m. - 4:00 p.m. daily

**2021 SUBStrong**  
**BUILDING YOUR BOTTOM LINE**

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Focus on building lifelong relationships. Think about this, treat your customers, potential clients and your team as you would someone with whom you hope to build a lasting, lifelong relationship.

Putting people first is the best way you can invest in your business. Lee Iacocca says, "Business after all, is nothing more than a bunch of human relationships."

Relationships build trust. Find ways to make your customers feel valued. Demonstrate you are interested in their experience beyond the order confirmation page or signed contract.

**Know and Focus on Your Core Customer**  
**Social Media is One of the Most Critical Tools**  
**Direct Connections Encourage Loyalty and Keep Interest**  
**Include Data that Packs A Punch**  
**Invest in Your Brand**  
**Be Consistent With Your Messaging**