

Financial training for non financial staff



The financial training specialists

Tip of the week

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Cup of coffee?

I'm writing this in a coffee shop. Coffee shops are my weakness – I spend a lot of time (and money) in them.

So today's tip is: look at where you spend money in your business. What are the areas where you spend time or money without adding value either to your business or your customers?

What would happen if you stopped doing these things? Would anyone miss them? Why not stop doing them, and see the impact on your budget (and your diary)?

Alternatively, are they things that you can turn into something your customer is willing to pay for?