



In This Issue

Accelerating Customer Acquisition

Five Important Questions About Your Organization

Andrew's Monthly Speed Nugget:

Succession Planning

In The News

Check out my [new website](#).

[Click here](#) for a free copy of Andrew's booklet *The Speed Principles™*

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Upcoming Events

[Click here](#) to register for Andrew's 2010 high-powered teleconference series

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The monthly electronic newsletter presented by Andrew Miller



My newsletter focuses on providing ways you can dramatically accelerate results and better control the speed of your organization.

Accelerating Customer Acquisition

With all of the new technology that is out there, the face of customer acquisition is changing. Businesses that used to rely on cold calling and door-to-door selling are improving performance by using social media and other marketing tactics to create brand awareness. It is time for businesses to realize that the previous ways of acquiring customers will no longer work.

I am working with a company whose main focus for customer acquisition has been door-to-door canvassing. This has been somewhat effective, but is also very expensive and time-consuming. We are currently working on ways not only to accelerate the process of acquiring customers, but also to increase the number of customers while at the same time reducing the cost of acquiring each one. Does this sound like an impossible task? I think not. Putting the right marketing strategies in place, using technology to our advantage and understanding what the customer values will allow this organization to have tremendous success in implementing new customer acquisition methods. Faster customer acquisition, increased customers and reduced cost of acquisition – what business would not want to invest time and money in getting those results?

The Five Most Important Questions About Your Organization

In his book *The Five Most Important Questions You Will Ever Ask About Your Organization*, Peter Drucker talks about how every organization needs to perform a self-assessment. This will not only help improve an organization's performance, but also its speed. The five questions are:

- What is our mission?
- Who are our customers?
- What do our customers value?
- What are our results?
- What is our plan?

Answering these simple questions (which is actually a complex exercise) will help your organization focus on what you can offer your clients that is different from the competition. These questions can apply to any organization, private or public, for profit or not-for-profit, because every organization has a mission (purpose) and customers. It only makes sense to know who those customers are, how you have been servicing them (results) and how to better service them tomorrow (planning).

Andrew's Nugget

Each month, Andrew will provide a little nugget of advice to help speed up your business.

Succession Planning

It is important to think today about what you want to do with your business in the future. Do you want your children and grandchildren to run it? Do you want to eventually sell it? Do you want to remove yourself from daily operations but stay a part of the decision-making process? It is important to answer these questions now so that every decision you make going forward aligns with your vision of the future.

What's New with Andrew?

Below are some upcoming events and articles:

- Come and check out my [new website](#). It is more interactive and provides more valuable content on how to improve speed, efficiency and productivity
- [Click here](#) to register for Andrew's 2010 high-powered teleconference series
- Andrew has posted some interesting videos to help improve your organization's performance, [click here](#) to view them
- Andrew is a frequent speaker on a variety of subjects and loves to hear himself talk, so contact [Andrew](#) if you need someone who can provide value to your audience. Here are some recent topics:
 - Accelerating results
 - Leadership
 - Business transformation
 - Effective communication
 - Implementing sustainable change initiatives
 - How to think like a competitive organization
 - Maximizing ROI from procurement operations
 - Effective decision-making

Please note that we grow our business through referrals and would never be too busy to speak with a friend, family member, acquaintance or colleague, if you think we could be of assistance.

Please contact Andrew Miller at 416-480-1336 or visit our website at www.acmconsulting.ca

Please feel free to forward this newsletter to anyone to whom it might be of value.