



# The Straight Truth About Surviving and Thriving as a Small Business

**Straight Truth:** When businesses start, they focus on their customers and delivering exceptional value. Over time, organizations lose that focus and develop a condition known as “collective amnesia”. In other words, they begin to care more about themselves than the people who are actually paying the bills.

What are the signs that a business cares more about themselves than their customers?

- The business ignores customer feedback (because listening to it would mean having to make changes).
- Fewer and fewer repeat customers (because they’re not satisfied with your product, service, or customer service).
- Shrinking profits (because you’re losing staff and customers).
- Emails and phone calls aren’t returned because your employees are “too busy” (employees feel they’re overworked and underpaid).
- Quality control disappears (because it’s too costly).

To regain your competitive edge, you must create an environment where people and resources are brought into alignment with one goal in mind... delighting the customer. When done properly, you will create an atmosphere of contagious enthusiasm with employees and customers alike. This phenomenon is referred to as a **Continuous Chain Reaction** where:

Employee Happiness drives Customer Happiness which drives  
Employee Happiness which in turn drives Customer Happiness which drives  
Employee Happiness.... (you get the idea)

**Straight Truth:** A **Continuous Chain Reaction** is NOT created from the top down. It's created from the bottom up. This means that the employees who are involved with each task, i.e., shipping, order entry, billing, etc... are the ONLY people who brainstorm and introduce to management what it will take to make the customer, and in turn themselves happy and productive.

**Straight Truth:** The positive results you'll see from implementing a **Continuous Chain Reaction** strategy are:

- Turning your employees into champions
- Creating a buzz of excitement in both the marketplace and workplace
- Achieving higher profits, lower turnover and a powerful competitive advantage.

**Straight Truth:** The best time to start working on a **Continuous Chain Reaction** strategy is right now. And that's the straight truth.

We hope that you've enjoyed this information and found it helpful. We welcome your feedback. Write a [review](#). Do you need more help with a **Continuous Chain Reaction** strategy? There's more help [here](#).

You may also want to [subscribe](#) to monthly Marketing Moments chock full of even more hints and tips for effective small business marketing.

With a marketing smile,

*Wendy*