

PRESENTATIONS

In today's competitive world of business, just "opening the doors and hoping for customers" is not a working strategy. This series of topics help businesses recognize and utilize the necessary components of being successful.

1.) Abbott and Costello Teach Business Strategy

While you may have thought of the "Who's on first" act by Abbott and Costello as purely entertainment, Tom Shay says the famous duo was actually sharing solid ideas of how to operate a small business. Tom Shay will show how all the positions on the team work together to develop a solid plan for developing the proper strategy for a profitable business.

2.) Small Businesses Don't Die, They Just Commit Suicide!

A challenging title to a very important topic. Tom Shay knows it is not the competition that causes a business to fail. Instead, it is the incorrect actions and lack of actions that hurt a business. This enlightening, stimulating and motivating presentation by Tom Shay will send participants home - prepared and ready for developing a plan of action for their business.

3.) Your Customer Doesn't Live Here Anymore!

What business has not experienced a substantial change in their marketplace? Demographics in most communities have changed. Definitely the buying habits of customers have drastically changed. Tom Shay asks, "Has the business continued to evolve to address the fact that the customer the business has serviced for years has changed their buying habits as their needs have changed?" This session prepares a participant for the daunting task of determining how to zero in on the customers they need to target for increased sales and profitability.



4.) Characteristics of a Successful Business

An individual attending a Tom Shay presentation asked, "What do you consider to be the characteristics of a successful business?" This presentation highlights the key ingredients for those who have already achieved and for those who are working to duplicate the characteristics of a successful business. Learn from Tom Shay's first hand observation of thousands of successful businesses to know what they share in common.

5.) What It Takes to be a 5-Star Business

Perhaps you know the aspects of becoming a 5-star restaurant, hotel or spa. What about the aspects of how a small business can be considered 5-star? Tom Shay knows. How do the best of the best perform? How is the business more profitable? How do these owners manage their business? How do they have an exceptional staff? What do they do to prepare themselves to maximize their effort at work? These questions and more are answered during this interactive workshop.

Business strategy presentations by Tom Shay

6.) Making the Most of a Tradeshow

Attending a tradeshow can be a very expensive proposition. From a lifetime of experience, Tom Shay knows this first hand. A tradeshow can be expensive when the show attendee does little to prepare or does even less follow up work after the show. Tom Shay teaches buyers how to maximize their time and the information they receive at a trade show. Tom Shay teaches that half of the profit can be in how you buy. Attending a tradeshow should not be an expense; it should be a way of making money!

7.) You Can Hire a Manager but You Can't Hire an Owner

"The cream floats to the top"; that is true with coffee as well as quality people within your business. But what about you and your work day? As management, do you often find yourself after a long day with a list of important tasks yet to be completed? It is not an issue of time management, but of having an understanding of what needs to be observed, reported, managed, and changed. It also matters as to who is charged with each task. Let's take a look at what type of responsibilities you should prioritize in your management day.

8.) Strategies to Win in a Challenging Economy

Think the consumer today has changed the way they do business? Absolutely! The question is whether each business has changed the way they operate and market their business. It also matters how the owner of the business is engaged in the business and their outlook on the business world. This very engaging presentation by Tom Shay provides his insights to small businesses with his list of what to do, what not to do, and what to stop doing. Businesses are sure to adapt their game play to the challenging economy and immediately implement a winning strategy.

9.) Creating a Business Plan

What good does a business plan do you? Most lenders will require a written plan, but what about a business plan if you are not borrowing money? The business plan will help to eliminate unnecessary costs; hiring the wrong people; stocking the wrong merchandise; as well as making sure the business is utilizing the right advertising mediums. Overall, the business plan can put a business on the right track and keep it on that track for years to come. This session will show what needs to be in the business plan and how to write one.

10.) Alexa is playing fair and she is playing to win - How to beat the Internet

As if a mass merchant, chain store or big box store was not enough competition, there are hundreds of thousands of businesses on the Internet to compete with. To every advantage the Internet has there is also a disadvantage. We will look at the many reasons a local business gives its community to do business locally. We will dissect those Internet advantages and create a list of the many advantages a local business has over all the competition.

11.) Do what they don't; do what they can't

How do you beat any competitor? Do what they don't and/or do what they can't. This session dissects the eight reasons (and yes, price is one), why one business is selected over another. We will look at techniques to address all eight in ways the competition doesn't or can't.



Tom Shay

A fourth generation small business owner who is living proof that "a person who has had a cat by the tail knows a lot more than the person who has read about it". He works with small business owners, manufacturers and wholesalers.