



salesforce



SECRETS TO BUSINESS GROWTH:

TIPS FROM 3 SUCCESSFUL ENTREPRENEURS

Introduction

SMALL BUSINESS POWER

Owners of small businesses often ask:

- How do I optimize my limited resources to take advantage of the huge potential for growth?
- How can I increase my customer base without affecting the stability of my daily operations?
- Where do I store my growing volumes of data and control accessibility?
- How can I harness technology to help expand my business?

Most owners grapple with these and other stressful questions on how to maintain and grow their business. To give you a headstart, the leaders of three rapidly growing businesses will share the lessons they learned on the road to success. Read on to find out what helped these businesses perform to their maximum potential and sustain impressive growth.

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Arcc Offices
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Rila Rila Corporation
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FCC (Foh Chong Credit Sdn Bhd)

Chapter 1:

Tony Chen

Tony is the Managing Director of **Arcc Offices**, which he started in 2003 (then known as apbcOffices).

INDUSTRY

Professional Services

FOUNDED

2003

GROWTH RATE

240% a year

EMPLOYEES

95

“Sales Cloud allows Arcc Offices to enhance our focus on customer satisfaction by streamlining administrative procedures.”

-Tony Chen, Managing Director, Arcc Offices

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Question 1

THREE THINGS THAT HELPED MY BUSINESS GROW

#1 Spend time on what matters.

We had in place a meticulous system to document every aspect of our customers' needs and business life cycles. But the administrative processes behind it was time-consuming, when our resources should be devoted to customer retention and analysis. We needed a centralized system that was user-friendly and went deep into problem-solving, and salesforce.com's CRM gave us just that.

#2 Know your customer's likes and dislikes.

We reach professionals from various industries who are looking for an interim workspace. Knowing our target market well gives us a clear focus of whom we are serving and why they require our services. This allows for precision planning and exceptional service - we even know how our customers like their coffee and will arrange for special deliveries to be made!

#3 Be flexible and customize where possible.

Each and every customer is unique, and providing bespoke services is one of the best ways of growing with your customer. In our business of supplying interim office spaces, we allow our customers great flexibility, from helping them to stage events to setting up office configurations to fit the way they want to work.

Question 2

How I Measure My Business Success

Results are sustained:

Since we started out in 2003, we have successfully reduced our churn, optimized our customer loyalty drivers, and effectively managed our total customer experience. All of these have worked to raise and sustain high occupancy levels and deliver on-time services and flexibility that consistently exceed our customers' needs.

Customers talk about us:

We don't typically have repeat business because our customers would have moved on to set up their own offices after settling down in their host country. What we get is lots of word-of-mouth referrals. Nothing satisfies us more than when we hear a new customer walk in and say that a previous customer recommended our services to them.

The ability to track productivity closely:

As the company continues to expand, we aim to constantly track and review our performance and measurable goals. This is done with clear visibility of the company's productivity, leveraging on the shared experiences and transparency that salesforce.com's Sales Cloud gives us.

“

The flexibility of Sales Cloud allows for in-time adaptability when it comes to fast-moving market conditions.

”

Question 3

What's the Best Advice You Could Give Others

Develop an agile business plan.

A business plan is essential to the success of a company. Growing your company according to a plan will decrease the chances of setbacks and surprises, and can be used as a blueprint for anticipated growth. It should be aligned to your company structure and systems in a way that anticipates change. It also comes in handy when potential investors are assessing the feasibility of a partnership.

Set measurable goals.

The value of the goal is not the goal itself, but the determination of the action steps most likely to lead to achieving that goal by enabling a management team to locate its resources more effectively.

Build long-term relationships.

Once you win the business, that's when the hard work begins. It's about building relationships and doing what's right by your customer with the long-term in mind. Don't be just a service provider, be a trusted partner, because success boils down to your relationships and reputation.



“Tighter goal alignment and goal visibility allows for a quicker execution of company strategy.”

Chapter 2:

Jae Hun Lee

Jae Hun Lee is the CEO of Rila Rila Corporation.

INDUSTRY

Fashion Retail

FOUNDED

2012

GROWTH RATE

100% a year

EMPLOYEES

19

“The Salesforce.com dashboard gives me a good insight about our business status, so I can make a decision quickly with a clear insight about our business.”

-Jae Hun Lee, CEO, Rila Rila Corporation



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Question 1

THREE THINGS THAT HELPED MY BUSINESS GROW

#1 Introduce a new business concept.

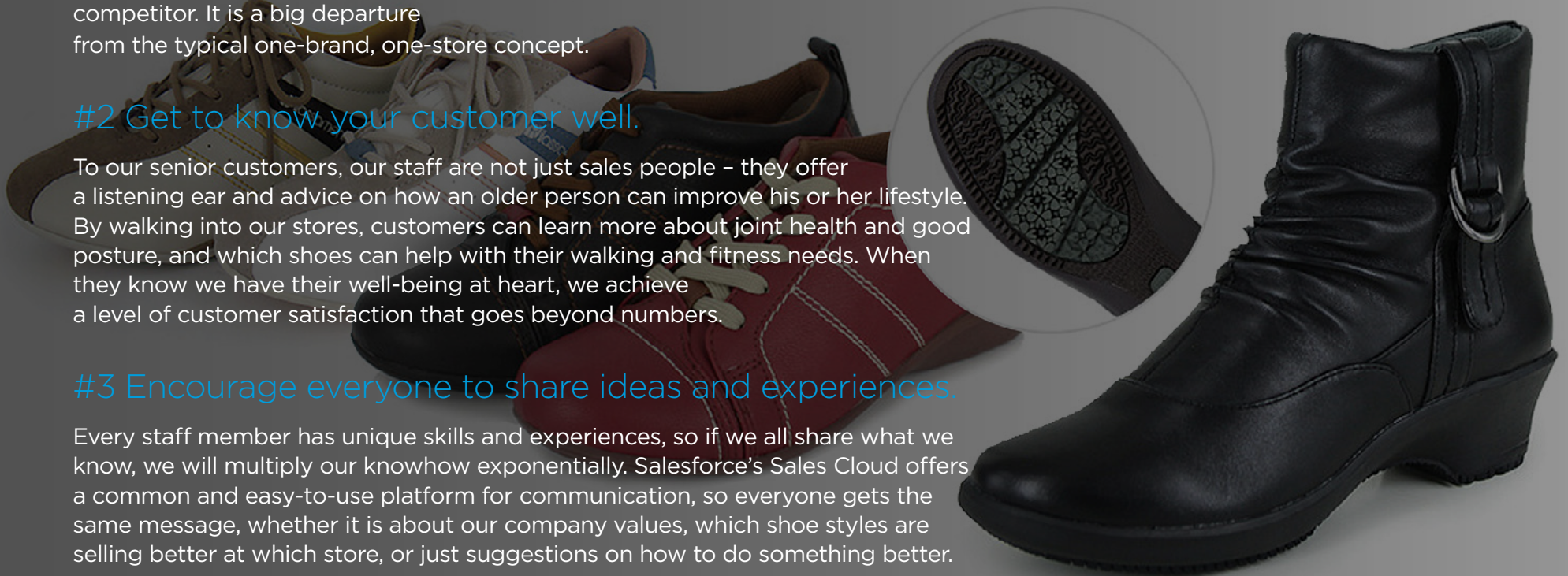
With the grey population growing in South Korea, I saw the need for shoe stores that catered specifically to the needs of the senior customer. Rila Rila is the only store to carry several brands of functional comfort shoes under one roof, with sales staff who are trained to serve the senior customer, so we have no notable competitor. It is a big departure from the typical one-brand, one-store concept.

#2 Get to know your customer well.

To our senior customers, our staff are not just sales people – they offer a listening ear and advice on how an older person can improve his or her lifestyle. By walking into our stores, customers can learn more about joint health and good posture, and which shoes can help with their walking and fitness needs. When they know we have their well-being at heart, we achieve a level of customer satisfaction that goes beyond numbers.

#3 Encourage everyone to share ideas and experiences.

Every staff member has unique skills and experiences, so if we all share what we know, we will multiply our knowhow exponentially. Salesforce's Sales Cloud offers a common and easy-to-use platform for communication, so everyone gets the same message, whether it is about our company values, which shoe styles are selling better at which store, or just suggestions on how to do something better.



Question 2

How I Measure My Business Success

Healthy revenue numbers:

I believe a fashion retail start-up should break even in the first three years of business. After that, it should get a net profit of more than 12% and grow by more than 20% in terms of sales revenue for it to continue to thrive.

When everybody knows our name:

I want to make Rila Rila a household name among those who wear functional comfort shoes. My aim is for one out of every three people walking past our shops every day to be – or to become – a customer.

Internal and external customer satisfaction:

Rila Rila staff need to find value in what they do every day. As their chief, my duty is to assure them of how important they are to the company. As for our external customers, they may not always recognize what they need or why their footwear is uncomfortable. It is our job to offer the right products and services even before the customer makes a request.

Dashboards break down sales activity by sales representative. The company's coaching and ROI-generating efforts are thus optimized when channeled to the sales reps who need them the most.

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Question 3

What's the Best Advice You Could Give Others

Make your business model so unique that it meets a need in society.

Rila Rila does not just sell comfort shoes to seniors; we are trying to meet the needs of a segment of the population that has been neglected. Our customers are happy when we are genuinely concerned about their well-being. When customer satisfaction goes beyond product satisfaction, the business rewards come naturally.

Don't shy away from details.

When designing your business model, get down to the basics, right down to the smallest details. You should try to

articulate all the pictures in your mind, and be very clear in your head what your business is about, so if anybody asks about any aspect of your business model at all, the answer is at the tip of your tongue.

Never give up.

If you truly believe in your business model, it will be something that you will be proud to stand by all your life. So when you do hit an obstacle, don't lose faith – surround yourself with good mentors and positive people who will help and cheer for you.



Chapter 3:

Siow Wen-Yee

Siow Wen-Yee is the General Manager of FCC (Foh Chong Credit Sdn Bhd), the credit company that builds direct relationships with its customers.

INDUSTRY

Financial Services

FOUNDED

2011

GROWTH RATE

20% a year

EMPLOYEES

30

“Salesforce.com gives us a competitive edge from a technological perspective, which makes FCC an easier sell.”

—Siow Wen-Yee, General Manager, FCC (Foh Chong Credit Sdn Bhd)

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Question 1

THREE THINGS THAT HELPED MY BUSINESS GROW

#1 Forget the rules when it comes to capitalizing on the strengths of your company.

Although FCC is a family business that is well-established in the hire-purchase business for motorcycles, we were adopting a new business model after 30 years and it needed publicity. With that in mind, I sent a director on a marketing blitz to the major motorcycle dealers for support. Within a year, we captured 20% of Johor state's total market share, up from 7%.

#2 Exceed your customer and service expectations.

After capitalizing on your strengths, it is important to follow up with substance, and wherever possible, exceed expectations. Salesforce's Partner Portal enabled us to provide the same level of service to every new customer. For example, not only did we shorten application times, we also introduced reporting features that give management a complete view of all applications and track them, to provide better after-sales service.

#3 Prepare for uncertainty.

The old cliché "the only certain thing is uncertainty" applies to any company starting out. In Johor Bahru, business is conducted over meals and the topic of discussion is always a mystery till the meeting starts. As salesforce.com puts all my business information at my fingertips, these meetings become more vibrant as I am able to determine on the spot what can and cannot be done for my customer.

Question 2

How I Measure My Business Success

When it is business as usual:

The main measure of success, for me, is where the company makes enough to sustain itself. There should be a stable number of customers per month and a stable work environment for our employees, so we always have our bread and butter and sometimes with a splash of jam.

Reputation for being technologically innovative:

We maintain FCC's good reputation among the motorcycle dealers by listening well and helping one another on the business front. Operationally, we introduced new functions through Salesforce's Partner Portal to help them manage their applications better.

A highly effective work environment:

With salesforce.com offering us a centralized view of the customer, our staff is able to answer any query posed by our dealers - from the status of a loan application to the outstanding loan amount - just by referring to our salesforce.com system, thus facilitating more efficient and productive interactions with our partners.



Salesforce products create a business system where you are limited only by your imagination.



Question 3

What's the Best Advice You Could Give Others

Always create a win-win solution for yourself and your partners.

Through Salesforce's Partner Portal, we are able to harness the operational efficiency provided by straight-through processing, which translates to cost savings, and at the same time enable dealers to manage their own applications and enjoy faster processing times.

Family businesses can be a minefield – walk right through.

Working with family is like walking through a minefield without a metal detector. You could tread slowly and watch every step, or march boldly

forward, taking the blasts in your stride, with your eyes set firmly on your goal. The important thing to remember is that you are family, and all the negatives will be forgotten eventually.

Manage employee stress.

In a small organization, every staff member is more vital and less easy to replace. When change occurs, the challenge is always to harness more productivity out of your staff without letting them feel overwhelmed. To ease them through the transition, I tend to use the “lead by example”, “make everything look effortless”, and “throw everyone a pizza party once in a while” approach.



“FCC has managed to put its data on a CRM platform that would allow for extendable business customization and scalability”

SALES SOLUTIONS THAT WILL MAKE YOUR BUSINESS MORE PRODUCTIVE

If you want to grow your sales and establish a transparent sales process, you need an easy-to-use Customer Relationship Management system. Salesforce allows you to store customer and prospect contact information, accounts, leads, and sales opportunities in one central location.

32% Improvement in win rate.

40% Increased sales productivity.

32% Increase in sales revenue.

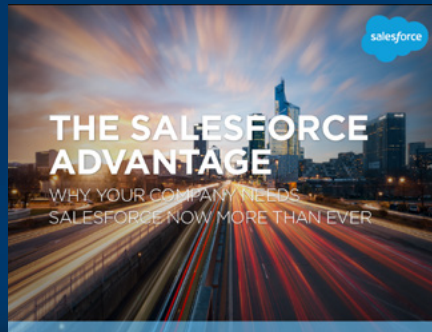
Source: Salesforce.com Customer Relationship Survey conducted March 2014, by an independent third-party, Conformat Inc., on 5,200+ customers randomly selected.



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