



HOW TO KILL YOUR BUSINESS

IN 5 SIMPLE STEPS

1

Ignore Your Customers' Pain

"People buy more painkillers than vitamins," says entrepreneur [Barry Moltz](#). If you don't understand your customers' pain, you won't know how your product or service offers a solution. By identifying your customers' pain, you can focus your marketing efforts and develop a deeper connection with your clients.



2

Use 10-year-old Technology

Sixty-one percent of customers think a business that uses a five-year-old operating system is behind the times. [Relying on outdated technology](#) can create huge headaches for you and cause your customers to look toward your competition. You're also 6X more likely to be infected with malware if you are running Windows XP instead of Windows 8.



3

Don't Prepare for Growth

Having greater demand than supply might seem favorable, but if you don't deliver on time, your business reputation will go down the drain. A great product is nothing without a system to meet the demand it generates. Build a strong foundation from the beginning, so you can more effectively manage customer relationships. Learn how [Microsoft Dynamics CRM](#) can help your business.



4

Skip Setting Goals

To paraphrase Alice in Wonderland's Cheshire Cat, if you don't know where you're going, it doesn't matter which way you get there. If your business lacks of a clear path, don't be surprised if you end up going in circles. Whether you want to double your revenue or expand to a larger location, clearly define your goals and create an actionable plan to make them a reality. You can find business plan templates in [Office 365](#).



5

Address the Wrong Audience

Instead of broadcasting watered-down announcements to an unspecified audience, tailor your marketing to reach target demographics in each channel. Ask customers about their online and offline habits to narrow the scope of your messages. Remember, you don't need to be everywhere; concentrate resources where you stand the best chance to reach ideal customers. [Microsoft Dynamics CRM Online](#) can help you profile your ideal customers.

