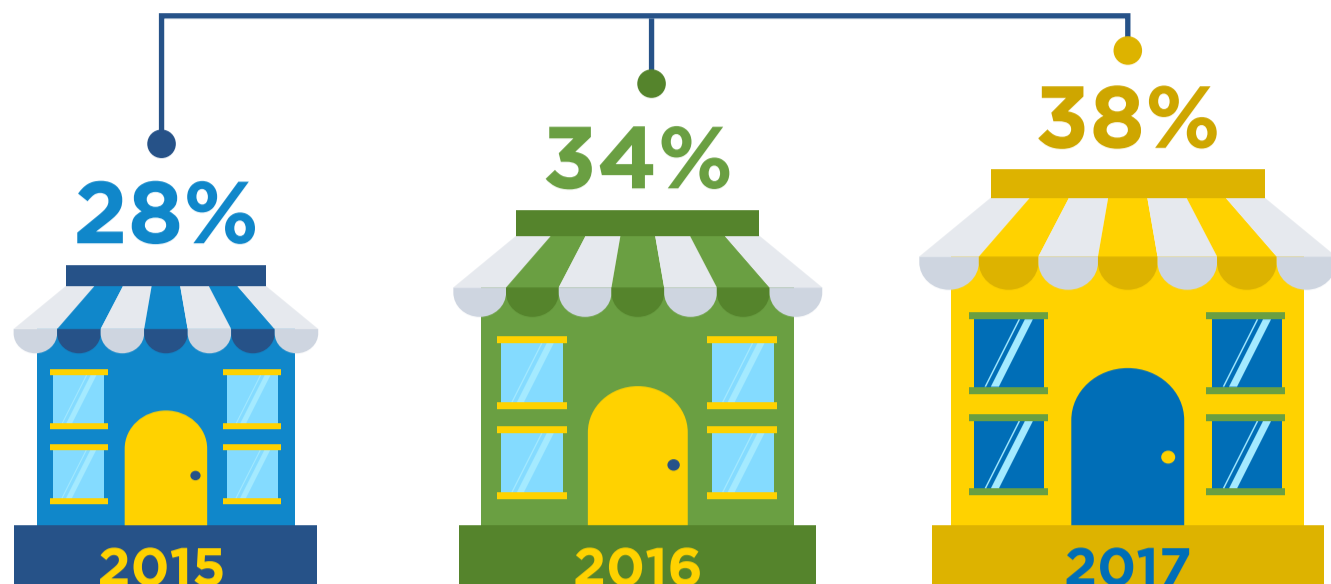


Small Business Sales Are Up



Small business sales see steady growth

Percent of small businesses that reported growth



Small businesses account for 54% of all US sales, with the largest sales numbers seen in:

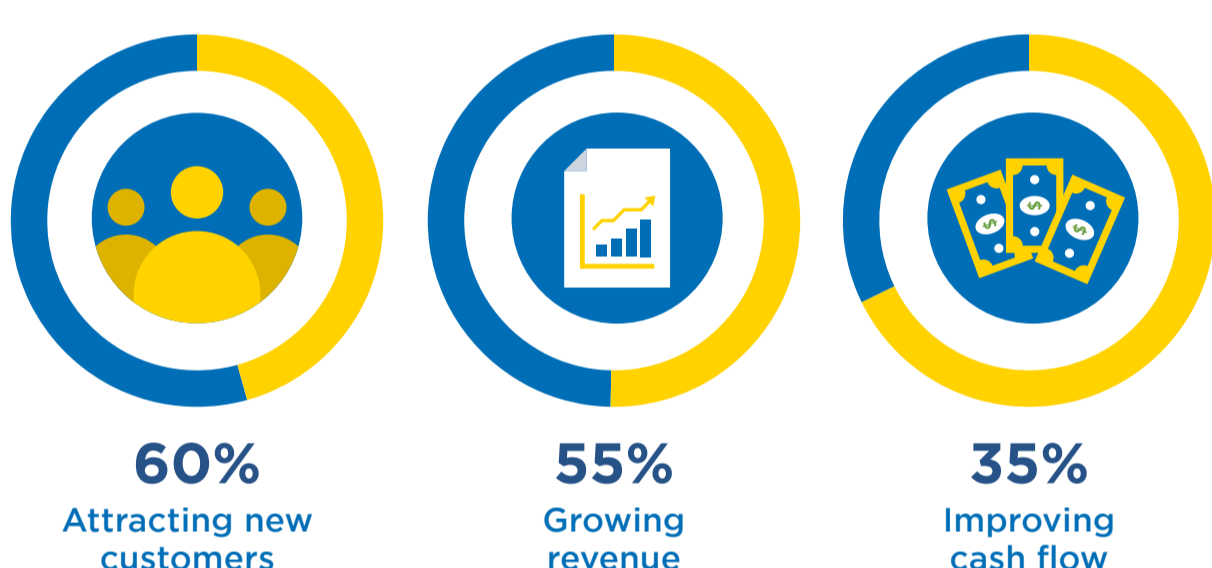
Industry	Growth reported in 2017
Professional Scientific & Technology Services	9.1%
Healthcare	8.4%
Manufacturing	5.3%
Accommodation & Food Services	4.7%
Retail	2.7%

Small businesses struggle to make new sales

Despite consistent revenue growth across industries, 60 percent of all small businesses cited “attracting new customers” as their biggest challenge in 2017.



TOP BUSINESS CHALLENGES FOR U.S. SMALL BUSINESSES



The power of word of mouth (and reviews)

DID YOU KNOW:

85%

of small businesses cite word of mouth as their best source for new customers and sales.



88% of customers trust online reviews as much as personal recommendations.

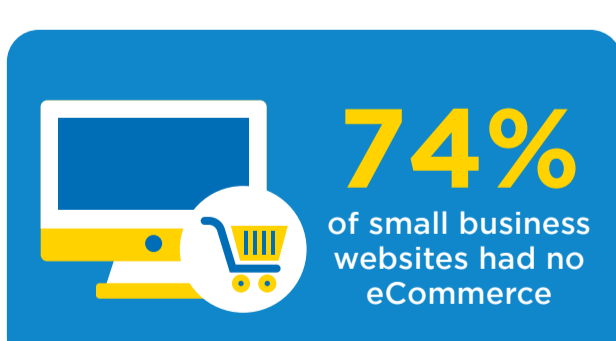


Consumers spend up to 31 percent more on products or services with businesses that have healthy reviews.

Finding customers online



51% of consumers prefer online and mobile shopping, but:



92% To meet changing consumer needs, 92 percent of small businesses without websites say they will have a website by the end of 2018.

Work with a SCORE mentor to improve your sales strategy.



Sources:

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