

TEN STEPS TO MAKE A SPLASH

FOUNDATIONAL STEPS

GAINING TRACTION

1. RELEVANT BRAND DESIGN

2. EXPERIENCED HELP

3. THOROUGH DOCUMENTATION

4. POSITIVE CULTURE

5. PERFORMANCE COMPENSATION

6. CASH FLOW MANAGEMENT

7. STRATEGIC ALLIANCES

8. CHANNEL MANAGEMENT

9. CUSTOMER SERVICE

10. COMMUNITY OUTREACH