



10 Ways To Boost Your Company's Image

Share resources with other companies:

Whether your office is in a business park or in executive suites, working with fellow business professionals in sharing ideas and resources reduces overhead costs and increases networking and creative thinking. Successful people don't go it alone.

Link your company with big names:

Develop synergistic relationships with companies that are market movers either by becoming distributors of their products and services or as a resource.

Try advertising on cable TV:

Most people and organizations assume that advertising on television is too costly. Nothing can be further from the truth. Cable television cost less in many cases than even print media. Small business can look big without blowing their budget.

Run with the heavy-hitter:

Get actively involved in a prominent local civic club that happens to include many local politicians and business people in the community.

Get a distinctive phone number:

Big companies often have attention grabbing phone numbers and for good reason. It can be useful in several ways, clever name spelling or simple ease of remembering the number.

Wear more than one hat and one title:

Doubling up on job titles for yourself and others in your organization give the appearance of a much larger organization than it really is and also increases your awareness of the importance of growing into those extra positions.

Form a "virtual" organization:

Many customers choose big companies because they want one-stop shopping. But two or three small companies working together may even be better suited to meet such customer demands. Networking is the key so that your organization can focus on its core competencies and provide a higher level of service.

Dazzle with technology:

High tech equipment and software is nothing new for big and small companies; however, most are slow to adopt technology and often are lax in staying up with the latest updates and trends. Not only does it project a positive image, but it adds to the bottom line.



Choose a big –company name:

The right name can give your company instant credulity. In our current environment of “too big to fail” people and organizations find solace in knowing that you will be around for some time to come and will make that investment in your organization.

Go first-class printing and presentation material:

When that business card, company brochure or website is handed to a prospective or current client, it becomes a first impression and reflects your organizations attention to quality, details and intuitiveness. Treat these materials as long term assets and be proud of them.

