Credico UK: How to Give Your Business an Overhaul in 2015

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With the New Year comes new challenges, new markets and new industry trends. Credico UK Acquisitions believes that January is the perfect time to reassess business plans and uncover new ideas.

About Credico: http://www.credico.com/about-us/

Direct marketing firm, Credico UK believes that January is the best time to reassess old business plans and renew strategies, letting go of stale business practices in the process. The firm highlights that each year is different, especially in business, and just because something worked last year does not mean it will continue to do so, especially as markets and trends shift so regularly.

The firm believes that stale, out of date business practices can hold businesses back from reaching their goals and prevent them from achieving growth as they have failed to adapt to the changes. Keeping up with the market and with the competition is vital for a business to survive and thrive. Consumers are constantly changing and what they want changes too, so it is important for businesses to develop with these changes and not cling on to old practices and sometimes even old products. Credico UK believes that change often encourages innovation and helps to motivate a team which then makes reaching goals more likely.

Credico UK have highlighted the 7 business practices they think should have been left in 2014 and what they should be replaced with:

Meetings
Meetings work for some firms, but for most they can be a waste of time. They bore employees and business owners and there are many different ways the facilitate collaboration and communication. Credico UK suggests that fun and informative workshops could be a good alternative.

Unclear Standards and Protocol
Any conflicts need to be resolved quickly, efficiently and respectfully. This will only be accomplished through clear company standards and protocol for conflict resolution.

Overused Data
Data can be great for building the business but it is important not to rely too heavily on data because this can make services impersonal as well as cause firms to lose sight of what really improves their team's happiness and performance. Credico UK says to still utilize data but urges businesses not to overemphasize its importance.

Slow-to-Return Phone Calls
Talking on the phone is being outdated, there are many quicker ways to communicate; email, text, tweet, etc. Consumers want to be responded to quickly and digital platforms offer this.

An unstructured hiring process
Sometimes start-ups need to hire people urgently and they compromise on talent. But further down the line this will cause issues if the person doesn't fit the culture or role. Credico UK suggests that business owners take the time to screen candidates and check references.

Lack of flexibility
Don't cling on to routines or even locations, if a shift is needed then make that move. It is also important to master flexibility if the team is constantly on the move so that information can be spread effectively.

Commuting
Commuting can be draining for employees. If possible give employees the opportunity to work from home occasionally. This will give them more energy, more time and less stress, which will result in higher productivity.

Credico UK is an outsourced sales and marketing firm based in Chester. The firm specialises in a unique form of marketing that involves connecting with consumers on a face-to-face basis on behalf of their

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clients' brands. Credico UK believes that this leads to long-lasting customer relationships, improved customer acquisition, brand loyalty and brand awareness. Credico UK say that they are looking forward to the exciting opportunities the New Year will bring to their industry and the business.

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