

Small Business Highlights: April 2011

Focus Research
April 2011

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Executive Summary

In April, Small Business conversations covered a wide array of topics ranging from taxes often overlooked by SMBs to in-person networking. Focus Experts even provided suggestions to improve a small-business owner's website design and online marketing strategy. Focus Research included the Focus Index Survey, useful for SMBs looking for data to benchmark themselves against other SMBs. Lastly, Focus Expert John Carroll led a panel discussion that outlined strategies SMBs can utilize to achieve success in any economy. From entrepreneurship to day-to-day tips on how to best run a small business, this month's Highlights report rolls up useful Small Business content that appeared on Focus.com in April.

After reading this monthly report, be sure to check out all of the Small Business-related discussions, research and events, and join the conversation: <http://www.focus.com/topic/small-business>.

Highlights: Focus Q&A

Focus Q&A helps professionals get answers to specific business and technology questions. The Q&As selected below boast top quality discussion threads featuring answers from Focus Small Business Experts.

"What tax deductions are often overlooked by SMBs?"

<http://www.focus.com/questions/finance/what-tax-deductions-are-often-overlooked-smb/>

"What should a business do if it has slow-moving or obsolete inventories?"

<http://www.focus.com/questions/small-business/what-should-business-do-if-it-has-slow-moving-obsolete/>

"What are the top 5 questions to ask employees in a performance review at a small company?"

<http://www.focus.com/questions/small-business/what-are-top-5-questions-ask-employees-performance-review/>

"How do you make your office more efficient, especially if you work from home?"

<http://www.focus.com/questions/small-business/how-do-you-make-your-office-run-more-efficiently-especially/>

"What would you recommend as 'must have' books for an entrepreneur's bookshelf?"

<http://www.focus.com/questions/small-business/what-would-you-recommend-must-have-books-entrepreneurs/>

"Other than business cards, what one thing do you consider a must-have for in-person networking?"

<http://www.focus.com/questions/small-business/other-business-cards-what-one-thing-do-you-consider/>

"Assuming a blog is important to your business, how often do you write articles & post them?"

<http://www.focus.com/questions/small-business/assuming-blog-important-your-business-how-often-do-you-write/>

"What resources can a plumber use to maximize their website?"

<http://www.focus.com/questions/small-business/what-resources-can-plumber-use-maximize-their-website/>

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Highlights: Focus Research

Focus Research Reports are designed to help business professionals make better business decisions. The titles below have been featured based on their popularity and timely relevance to current Small Business issues.

Focus Index Report Q1 2011: A Survey of Business Sentiments and Priorities

How does your business compare with others in our current economy? What are other businesses feeling optimistic about – and what keeps them up at night? Who's faring better, enterprises or SMBs? The Focus Index Survey captures a snapshot of businesses' sentiments, concerns, priorities and strategic investments for the coming 12 months.
<http://www.focus.com/research/general-management/focus-index-report-q1-2011-survey-business-sentiments-and-pr/>

SMB Phone Systems Comparison Guide

Is your current phone system still the right choice for your business? Focus research indicates that VoIP (Voice over Internet Protocol) has become an attractive alternative to older telephone technologies for SMBs. This information-packed guide compares the top 10 hosted VoIP phone system solutions for SMBs. Reviewing the key features and data points will help you to decide which solution is best suited to your business.
<http://www.focus.com/research/voip/comparison-guide-smb-phone-systems/>

Focus Experts' Briefing: How to Identify Customer Dissatisfaction

Keeping customers happy is imperative in the age of social media. One unhappy customer can broadcast discontent far and wide with a few keystrokes. So how do you identify an unhappy customer? How can you identify customer dissatisfaction so you can nip it in the bud? In this guide, Focus Experts share their advice on how to identify customer dissatisfaction.
<http://www.focus.com/research/customer-service/focus-experts-briefing-how-identify-customer-dissatisfaction/>

Highlights: Focus Events

Focus Events showcase top-tier Experts who come together to discuss timely topics and pertinent issues in Small Business. Focus Events are always available on demand, so you can catch up via the links below anytime.

Focus Small Business Roundtable: Strategies to Achieve Business Success

Focus Expert Roundtables are 45-minute teleconferences where 3-5 members of the Focus Expert Network talk about hot topics on a particular category each week. On April 28, 2011, Focus Experts Mirna Bard, Anita Campbell, John Carroll, Jill Konrath and John Spence discussed key business trends and strategies that can improve business performance in any economy.
<http://www.focus.com/events/small-business/focus-small-business-roundtable-strategies-business-success/>

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