

**Generate Success with
5 Surefire Business Tool**

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The Business Tune-Up

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1 - Accounting System

- Use the Tools in your system
 - Business Analysis tools
- True Profit / Loss
 - More than Income Tax
- Ratios – ROA, ROE
 - Debt/Equity, Current Ratio, etc
- Budgeting
- Price lists, Estimates



2 - Marketing Analytics

Not one tool that does everything
Find what works for you



- Sales Forecasts (some accounting or CRM programs)
- Use an Internet Control Center
 - Funnel marketing through your Website
 - Track using
 - Google Analytics
 - Server based – Webalyzer or Awstats - [link](#)
 - Statcounter – free and easy tool

Track offline marketing by directing to a WEBSITE

3 - Communication Tools

Audio and Video Conference Tools
Share your Desktop

(websites, presentations, etc.)

- Skype – Free and easy to use
- Video Conferencing
 - [Elluminate](#)
 - [GotoMeeting](#)
 - [iConference](#)



The Future of Business Communication !!!

4 - CRM System

Use a Custom Relationship Management System

- Outlook can work to start
- Better to use a sale related CRM
 - FREE options
- [vTiger link](#)



Salesforce.com

vTiger

Act

sugarCRM

5 - Computer Tools for Biz

- Google Apps
- Sun Open Office System
 - Just like Microsoft office
- Graphics – GIMP
- Screen Capture
 - Video – Jing
 - Image – mwSnap
- Audio Recording / Editing - Audacity





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