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## *Spring Ahead with Self-Employed Customers*

With Spring quickly approaching, it is time to start thinking about cleaning out the cobwebs and spiffing-up your customers' success strategies. Here are some tips on how you can assist your customers as they move forward in their small business or self-employed venture.

- 1) **Maintain Contact** | This seems like a simple solution; however, it can easily be over looked. Maintaining a constant, open line of communication with your customers will not only help them to succeed, but it will also keep you up-to-date on the status of their business venture. Scheduling a bi-weekly or monthly phone call to check-up on your customers is a great way to keep in touch. When you call, you may want to ask the following questions, in order to find out as much information as possible about how they are doing:
  - a. *Which goals or objectives have you reached? Sales levels? Number of customers? Number of units sold?*
  - b. *Which goals or objectives are you having trouble reaching? Why?*
  - c. *Are you using a reliable bookkeeping system and maintaining it on a daily basis?*
  - d. *Are you sticking to your business plan?*
- 2) **Utilize Resources** | Another support strategy is to utilize resources in order to best help your customers. This means taking full advantage of the Vocational Rehabilitation Business Development System, which is a workbook for documenting and tracking customer venture development and progress. Additionally, it is important to remind your customers of the resources available to them as well, such as free help resources and tools on [BuzVR.org](http://BuzVR.org). By using these resources, both you and your customer will be on the path to success, every step of the way.
- 3) **Leverage Time** | Finally, you can help leverage your customers' time and your own by utilizing the [5 Steps to Successful Self-Employment](#) and the [10 Steps to Venture Success](#) workbooks and guides. These books will help to keep you and your customers on the same page during the entire duration of the VR business development process. Using these workbooks lets you know that all of the bases have been covered, thus freeing up your time to focus on the customer and their objectives, rather than making sure you've remembered every detail within the business planning process.

### **ADDITIONAL RESOURCES |**

Our [Start-Up Checklist](#) helps customers prepare for the launch of their venture.

For more information, visit: <http://www.buzvr.org/>

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