



Hi Roman, Here's your August 2018 edition of Gator Bites with ideas and tips to help grow and improve your organization.

FEATURE ARTICLE: 10 Commandments of Good Business

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Success, real success, is helping other people be successful.

Pass it On

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TEN COMMANDMENTS OF GOOD BUSINESS

1. A customer is the most important person in any business.
2. A customer is not dependent on us; we are dependent on them.
3. A customer is not an interruption of our business; they are the purpose of it.
4. A customer does us a favor when they call; we are not doing them a favor by serving them.
5. A customer is part of our business, not an outsider.
6. A customer is not a cold statistic; they are a flesh and blood human being with feelings and emotions like

our own.

7. A customer is not someone to argue or match wits with.

8. A customer is a person who brings us their wants, and it is our job to fulfill those wants.

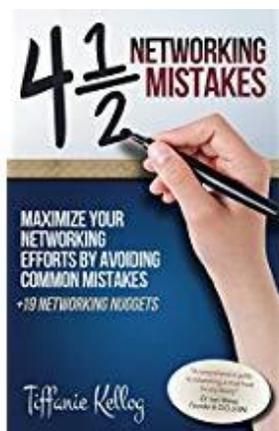
9. A customer is the person who makes it possible to pay our salaries, whether we are a warehouse worker, truck driver, office employee, salesperson, or a manager.

10. A customer is the lifeblood of this very business.

Click here for more articles: [Click here](#)

Quote of the Month

"Quality Isn't Expensive, It's Priceless" - Anonymous



Book of the Month:

4 1/2 Networking Mistakes by Tiffany Kellog

I've read about 10 books about networking so I didn't expect anything new in Tiffany's book. I was wrong. She has some interesting perspectives and ideas I'd never heard. There are always new ideas and new ways of doing things. Check it out.

Autumn Kirk, Interior Designer
The Curated Life
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INSPIRATION - AUTUMN KIRK

Years ago, in my corporate life, I was a hospital auditor for a company that represented dozens of huge insurance companies. The hospitals were under no contractual obligation to let me or anyone from my company in to audit since we were contracted by the big insurance companies.

Even though I had many doors slammed in my face, I persisted. I showed up every week with a new approach and a fresh smile. I started with eleven hospitals. By the end of a year, the largest hospital, who would not let me in their office in the beginning, asked if I could come full-time exclusively to their hospital. My company

hired new auditors to cover the other hospitals, and the largest hospital gave me my own office in their facility. I received a promotion and was charged with training new auditors on the power of persistence and building relationships. I learned the true meaning of never giving up!

Autumn Kirk, Interior Designer
The Curated Life

Have an inspiring story? Email it to me at rockwell@hargray.com



Starting and Growing a Small Business - Henry Lopez

[Listen to the interview](#)



DWIT AWARDS

Gator Bites is pleased to announce the DWIT award to people who Do Whatever It Takes to help the business community and other businesses succeed. This month we recognize Pat Strimpfel. For the past two years Pat has been the Mentor Coordinator for the May River chapter of BNI in Bluffton, SC. She has taken the position to a whole new level to help members succeed. She has organized a number of special seminar/networking events to help expand members' knowledge of business and networking. Pat and her husband Ron own Reclamation by Design, a custom home builder. Ron takes such pride in his houses that he signs them just like an artist. Thanks Pat for all you do for others! You are a true DWIT.

[Click here](#) to email me with your nominee for a future DWIT award.

Words of Wisdom by Don Reinke

Don Reinke has extensive business experience having owned several successful businesses. He submitted his 13 keys to success. We'll pass along one each month.

4. Stand behind your word



Productivity Tips

Dr. Melissa Gratias is a Productivity Psychologist and an expert in getting organized. She has a wealth of information on her website about improving your productivity. She has a great monthly e-news letter to which you can subscribe. Her website is: <https://melissagrattias.com/>.

You can sign up for her newsletter at: <http://eepurl.com/bRuAXj>

COLLECTIONS TIPS

Greg Bennett is a CPA on Hilton Head Island, SC. Based on his experience with other companies, he says that now in his own businesses, "I simply do not have a problem collecting receivables." Greg shares his eight secrets for collecting receivables.

2. ENCOURAGE electronic payments. Service companies, especially professional service companies, have the greatest aversion to this and yet they also have the greatest difficulty with collecting receivables. About 99% of my payments from clients are now electronic. I'll gladly pay merchant fees to improve cash flows.

My attitude and experience is that a company may not have sufficient cash, but they typically have credit available to them to pay vendors

[Stay tuned to future Gator Bites for Greg's other tips.](#)

Improve Your Business Writing Skills - Low Country Non-Fiction Writers

Do you write any kind of non-fiction? "Nonfiction" refers to literature based in fact. It is the broadest category of literature. Categories include biography, business, cooking, health and fitness, pets, crafts, home decorating, languages, travel, home improvement, religion, art and music, history, self-help, true crime, science, technology, memoirs, and humor. Non-fiction writing includes: Reports, Articles, Blogs, Books & booklets, Operations Manuals, Brochures, etc.

The Low Country Non-Fiction Writers meet monthly at the Bluffton South Carolina Community Library on the 3rd Tuesday each month at 6 PM. Meetings always end at 7 PM because the library closes. Monthly presentations are recorded and available at our website: [Click Here](#). There is a wealth of information on the website.

We look forward to seeing you at a future meeting.

STAPLES Advantage Money Saving Idea

In 2010 we partnered with Staples to create Rockwell Purchasing Association (RPA) so small businesses could qualify for commercial discounts. Your organization would have to purchase \$35,000/year to qualify for commercial discounts. By combining the purchases of our 100+ members, we qualify for 10-15% discounts. I've actually gotten as much as 40% but that isn't the norm. Contrast that with Staples Rewards, which is a retail discount program for individuals that gives 5% discounts. As a member of Rockwell Purchasing Associates (RPA), you can buy online or in any store in the lower 48 states. There are over 23,000 items in the RPA catalog. Not only do we have office supplies, but we have cleaning and break room supplies, furniture, technology products, logo items, and many other business services like printing and promotional products. Non-profit organizations are also eligible for membership.

Membership in RPA is FREE and there are no purchase requirements. To sign up click on [RPA](#) and start saving.



Don't stress, the sun will come up tomorrow and you'll have another chance to succeed and grow.

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What's a DWIT? See the February 2018 edition of Gator Bites [Click here](#)



Paperback available on Amazon \$19.95 [Amazon](#)

or at [Rockwell Business Solutions](#)

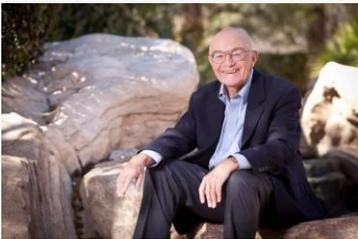


E-book available: Amazon, Barnes & Noble, Kobo, and iBooks \$9.99 [Amazon](#)



“As managing partner of a regional accounting firm, I see many small businesses’ financial results. I believe if more of my clients read this book and paid attention to the details that are discussed, I would have more successful clients. Many of my small business clients are good at certain aspects of their businesses but have many details that are wanting for lack of attention and lack of knowledge on these issues. This book puts into simple readable perspective some of the basic things that businesses can focus upon to achieve greater success. One of the issues I have with the many business books I read is keeping my attention and not lingering on a point too long. This was written well, flowed nicely, and kept my attention. I really believe it will be a help to small businesses that take the time to read it.”

~ **Michael T. McCarthy**
Managing Partner,
Hancock Askew & Co., LLP
Offices in Savannah, Atlanta & Miami



Do you have an idea, best practice, or tip that could benefit others? Email me at rockwell@hargray.com and I'll publish in a future edition of Gator Bites and credit you.

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