

# How to Work With Your Professionals

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# What is a Professional

- Someone who provides a service you do not know how to do.
- Someone who is associated with an institution you need.
- Someone who handles or has money.
- Usually has education, experience, and background in one facet of your business.

# The ABC's of Business

- Attorney
  - Corporate
  - Trust
- Banker
  - Lender
  - Line of Credit
- CPA
  - Bookkeeper may work also

# The I In Business

- Insurance Agent
  - BOP
  - Commercial Liability
  - Products Complete
  - Directors Insurance
  - Employee Theft Insurance

# Other Professionals You May Need

- Payroll
- Workers Compensation Group
- Auditors
- Human Resources
- Benefits Administrator
- Temporary Agencies for seasonal workers

# It Is Not You Dad's Business

- DO NOT go it alone - SCORE
- Laws have changed
- Technology has changed
- Expectations have changed
- Money has dried up (maybe)
- Employees have changed
- Everything is more expensive

# QUIT – NEVER!!!

- Do not quit
- Do not stop believing in yourself
- Get out of the crab pot
- Get help – look around you
  - You should have a business card from each side of you
  - Network, Network, Network
- You are not alone!!

# Final Thoughts

- There is more opportunity for you today that at any other point in history
- You can succeed in this economy
- Be honest in your appraisal of yourself and your business
- Think of an airplane
  - Reuse?
  - Crash?