



# AMS Newsletter

DECEMBER 2011

**Arrington Management  
Services, Inc.**

**3900 Ford Road, Suite A  
Philadelphia, PA 19131  
Phone: 215-473-2131  
Fax: 215-473-0152**

**We're on the Web!**

[www.arringtonmanagementservices.com](http://www.arringtonmanagementservices.com)



## HAPPY HOLIDAY TO ALL OF YOU

As we wind down another year, I hope that 2011 was good to you. I hope that you accomplished all you set out to accomplish. I hope you made new friends and took the time to enjoy the blessings and good fortune that came your way.



I wish you a very safe and happy holiday season and a very prosperous New Year. I hope you put into practice all of the learnings of 2011. I hope you commit to making the year a healthier one and dedicate time to yourself and your family. Most of all, I hope you fill 2012 with love.

## IF IT'S BROKEN THEN FIX IT!!!!



As we are preparing for 2012, we are all creating our business plans, our budgets, doing our resource planning and basically "getting our houses in order". Unfortunately, many times we simply look at these plans from the previous year, spruce them up a bit, and roll them out for the upcoming year in hopes that they will lead us to bigger and better things. During this process, we often talk about the things that aren't working very well but we don't do much to fix them.

We have become such creatures of habit that we are often reluctant to try new things to obtain better results. We look around at our competitors to see what they are doing and how they are doing it. We take the best practices from our friends in our respective industries and follow their leads (after all, if we are all doing the same thing, we will all be OK, right?). We don't challenge conventional wisdom to see if we can do it better. We are often risk adverse when it comes to breaking new ground or trying things our way simply because we can't afford to lose our jobs if we are wrong.

This is one of the joys and advantages of being an entrepreneur. If I take a risk and fail, then I have to pick myself up and try something else. I would like to suggest to each of you that you may want to start thinking more entrepreneurial as you are faced with harder and harder challenges and are tasked with finding new ways to get things done. If things are just not working as well as they should, probably using the same old tactics and endorsing to the same old methodology won't do much to further your success. Exhausting the same old resources (or same type of resources) won't do much for you either. Here are some very simple tips that you may want to try:

- (1) Keep trying to make your product/service better. Even though your product or service may be the best thing going, make sure that it stays relevant. Customer demographics change every day and you MUST pay attention and keep up with these changes in order to keep your product current. You also





### THANK YOU VERY MUCH!!!

As always, I thank our clients and customers for continued business and support. I also thank my workers and caregivers for providing services to my clients with love, care, dignity and compassion. Last (BUT ABSOLUTELY NOT LEAST), I thank my family and friends for their eternal love, support and encouragement.

I realize that you can go anywhere for the services you get from us and we are **HONORED and HUMBLLED** that you have chosen to work with us. We will continue to work to provide you with the best services.

have to make sure you keep up with changes in the marketplace. Look at the next generation of products and services on the horizon and figure out how you can compete with them. If you don't want to change your product or service completely, figure out how to make your product work with or complement the newer products. Don't assume that because you may be a market leader everyone will always need your product. Once it becomes antiquated, nobody will need it or want it.

- (2) Be innovative. Don't worry if nobody else is doing it or has done it. If you have done your homework and you believe what you are doing will work, stand by it, try it and give it a chance. **NOTHING BEATS A FAILURE BUT A TRY!!**
- (3) Look for and use new "tools". This one really deals mostly with people. Don't get hung up on a person's (or company's) credentials. Talk with and listen to what a person or company has to say and judge them on the merits of what they are saying and the plan they propose instead of the letters behind their name. If what they are saying and proposing makes sense, let that be your determining factor as to whether or not you will work with the person or company. You may be missing out resources that have innovative ideas that may help you if you are only judging resources by the degrees a person has.
- (4) Invest in correcting your "soft deficiencies". The only difference between a good company and a great company is how that company makes its customers feel. Customers want a quality product/service and want to feel that the person or company providing such product/service genuinely cares about the person buying it. If your workforce isn't people friendly or doesn't understand the value of customer service, this is something you will want to fix immediately. We are all competing in a very small space (regardless of your industry or vertical market).
- (5) Don't be afraid to say "NO". You should not try to be everything to everybody. If you don't do it well, then don't do it or sell it. A customer will appreciate it more if you are honest and refuse to sell them a product or service that doesn't meet your quality standards. This will serve your company's goodwill and corporate branding much better.

You may need some time to actually begin using these tips. However, if you do implement one or more of them, you should see some positive changes and be better able to achieve some of the improvements set out in your 2012 business plans.

WELL THAT IS ALL I HAVE FOR THIS EDITION. AGAIN, THANK YOU. If you would like more information on anything you have seen in this newsletter or to check out previous newsletters, please visit us at [www.arringtonmanagementservices.com](http://www.arringtonmanagementservices.com)