

business trends

Streamlined Processes

(NAPSA)—Mid-cap American businesses prepare for growth by streamlining processes, found a recent session of a prominent business leaders council. Organized by Grant Thornton, one of the six global accounting organizations, the council is composed of senior executives that meet twice a year to discuss issues affecting the growth and profitability of middle-market businesses.



One way businesses prepare for growth is to reduce costs and streamline operations.

According to the council, an uncertain economy has prompted businesses to reduce costs, streamline operations and move away from unprofitable customers.

Although there is still concern about the economy, business leaders' optimism is gaining strength as they focus on revenue growth. To prepare for growth, these businesses:

- Place a high priority on needs-based selling, product innovation and customization.
- Invest in marketing and branding activities.
- Help customers achieve success and go beyond the direct customer relationship.