

What You Missed at the Small Business Forum

Date: April 28, 2011

Topic: How to Grow Your Small Business

Speaker: James Sorensen, KellPro

- ✚ **Have a Vision and Mission that Matters:** Kellpro's are:
Vision: *World class technology systems and services available to all.*
Mission: *Create high value technology solutions while focusing on loving God, loving others, using our gifts to serve.*
- ✚ **Always Operate from a Cash Basis.** Kellpro has never had a loan. Focus on growing your business with the profits from the business.
- ✚ **Get Your Customers doing your Marketing for you.** Kellpro has built their client base on satisfied customer referrals. Word of mouth is the best advertising there is.
- ✚ **Look at Bad News as a New Opportunity.** Things turn out the best for the people who make the best of the ways things turn out.

Three Keys to our Business Success

1. We listen to our customers.
2. We have slowly grown from a one person shop to 50 employees.
3. Every decision is made by the Corporate Priorities.
 - Everything we do honors God. Kellpro chooses to have a good name rather than let profits drive their business decisions.
 - Serve customers through excellent products and services; then the customers will take care of the employees. Kellpro always looks for the Win – Win situation.
 - Operate Kellpro generously, wisely and profitably. We always look for ways to sell the same product to different customers.
 - Serve our Team Members. Manage by walking around. Kellpro is a fun place to work (employ a lot of nerds) but we recognize our employees strengths and weaknesses and assign work accordingly.

Case Study: We noticed our employees were requesting a payroll draw too often. We offered the *Dave Ramsey Financial Peace University* and 95% of our employees signed up. They were only reimbursed for the materials if they attended all the sessions. They all completed the program and since this training we have not received any payroll draws.

