



3RAPTORCONSULTING

Newsletter

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What Products and Services Should You Add or Remove for 2022

October is the month to make your plans for 2022. Every successful business creates strategic plans and goals for the coming year. Now is the time to start this process.

Last week, we talked about planning for your 2022 budget. As part of the budget planning process, you reviewed sales of services and products. Looking at this data, there are some key questions to ask.

- If you were to look at the data from this year, last year, 2019, and 2018, what products or services have declined?
- Are any of these products or services seasonal, meaning they are only needed during certain times of the year?
- Have your customers asked for new products or services?
- Have your competitors stopped offering a key product or service?
- Is there a key product or service missing from your area?

Reviewing this information will guide you in the process of deciding what products or services to add or remove. Remember, businesses grow and change over time. Not offering a product or service any longer is not a bad thing, it means you met your goal of serving the need.

Once you know what products and services you will offer in 2022, you can begin to plan your marketing messaging.