The man who prepares himself for a change in business conditions is the one who invariably profits most when these arrive."

The old business sage who uttered these words presented a guide line for every contractor and business man to follow in preparation for the up-swing in business conditions that now looms before us.

We’ve known a number of such men over the past years and have studied the preparations they programmed in using each such favorable business change to advantage. Here are 25 such steps worth applying to your own business procedures in the months ahead:

1- Consolidate your financial position to provide the maximum possible cash reserve. Nothing is of greater value in going after business than the possession of the money necessary to make that good effort a possibility.

2- Reduce your credit obligations to the lowest possible level. Good credit and lots of it could supply your best capability to put to advantage the profit possibilities this up-swing will make available.

3- Begin a build-up of information and data containing the maximum information with respect to new uses of what you have to sell. The more of this your firm has at hand the greater the capability of yourself and your staff to exercise the potential available.

4- Shore up any weakness that may exist in your staff at present. The current slower business pace offers the best time to do some educational work where it may be needed to assure personnel being at maximum efficiency tomorrow.

5- Start building up your own confidence in the firm’s position within the community for the future. Pass every ounce of it along to personnel. All of you together pass it along to customers and potential customers.

6- Make a thorough house cleaning of your ways of doing things that have been accumulating without too much surveillance over them during the past few months. A number could well hold back your capability to put the up-swing to full profit.

7- Do needed face lifting work connected with your physical quarters, equipment, trucks, etc., while the time is still available in which to do so. Costs of such steps will probably be much smaller now than they would be in the future.

8- Concentrate, during the weeks ahead, on building up the reputation of your firm as THE one with which to do business in the area. The up-swing could bring new customers who seek guidance toward which to direct their construction plans.

9- Are any business problems bothering you? Now is the time to solve them if it is at all possible to do so. If they are allowed to persist these could handicap your firm in competition tomorrow.

10- Check on how effectively you use the time element in your business life today. When the up-swing arrives every hour will have to be used to utmost advantage. It could be too late then to develop new programs or habits.

11- When things are slow it is easy to drift into doing things at a moderate pace. This can be better adjusted to accommodate a more hectic activity in the future right now than when the latter condition does arrive.

12- Costs of doing everything connected with the business are also apt to change abruptly. The better control you can exercise over these now the easier they will be to handle tomorrow when the up-swing may generate enough more of them for everything to get beyond immediate control.

13- What loose ends are lying around to be taken care of? Time during which to handle all of them may be short in the future. This is another of those pre-up-swing steps advisable to take at this time.

14- How long has it been since you have closely analyzed your business building procedures? Competition will be more alive and stiffer as business gets better so these methods need honing to a fine edge before that happens.
15- Are there projects that you have set aside because business potential has not justified their use during the immediate past? Develop them in detail now for they could be worth using tomorrow.

16- Have you curtailed your staff because of slack business during the past months? If so, it may be wiser to start looking for the additional personnel now rather than waiting for the future when you may be required to do so on an emergency basis.

17- Analyze particularly every item of small equipment used in your business for its condition and capability to do its job. These are the ones we often overlook when applying this check-up to major units. They also contribute to profitable business operation.

18- What is the present status of your lease? If it has some time to go now might be a good period to renegotiate it. There is a good chance that it will be more expensive if renewal time arrives during a strong up-swing in business conditions.

19- Develop a program for doing business against possible new competition. As soon as the up-swing gathers momentum one or more such enterprises may arrive on the scene in your area.

20- Is your business geared to handle a greater number of customers than you are currently taking care of? If not, the profit possible therefrom could turn out to be much less than it should be.

21- Take a close look again at some of the business procedures you discontinued and set aside because they were unprofitable during slow business conditions. Get the good ones in shape for immediate use when conditions warrant their profitable application again.

22- What have your customers put off doing during the period we have just gone through? These will probably be the steps they demand first as the upswing gets moving. Plan ahead to be able to handle all of them as they develop.

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23- This is also a good time to study every possible source of supply for future use. This is knowledge that may have a great deal to do with how profitably you will be able to participate in the better business conditions ahead.

24- Are there equipment items used in your business that really need replacement at present but ones that you have put off doing so until business conditions were better? Waiting for the full up-swing to develop may result in long periods for them since scores of others have been doing the same thing.

25- Study the possible new needs that may develop among your customers as the up-swing provides an opportunity for them to put long dormant ideas they may have into practical application. The more of these you can anticipate the more profitable will be your business operation during the months ahead.