

BUILD WITH BBB® PODCAST

Choosing the Right Software, Tools, & Programs for Small Businesses



Key Questions for Evaluating Solutions:

- What Operational Issue(s) does this solution solve?
- Is there a Return on Investment (ROI) which can be specifically articulated?
- What is the impact to my Customers by implementing this solution? Is it positive or negative?
- Does the solution scale – meaning, as my business grows, will the solution scale with my business?
- **If I implement this solution, will I spend more time with my Customers and/or Business Operations?**

Before Implementing a Solution:

- Does the Solution Provider offer a 'Free Trial Period'?
- Evaluate the prospective solution like anything else – research, read, and look for additional insight
 - Reviews on Third-Party Websites
 - Reviews & Demos on YouTube
 - Other businesses using the solution
- Does the Solution Provider have Reference Clients?

Implementing a New Solution:

- Ensure you have a full understanding of how the solution works before implementing the tool / software
- Have clear goals and objectives for what implementing your chosen solution will do for your business
- Evaluate the potential Business & Customer Impact and prepare accordingly
 - Notices on Social Media / Email Campaigns
 - In-Store Signage
- Identify the best Operational time to implement a new software / solution in your business
 - Off-Hours vs. During Business Hours
 - Plan for Slow Periods of Business
- **Create a 'Fallback Plan' should the software / solution implementation not go as planned**

Give significant consideration to hiring an external partner to assist you in identifying and implementing needed solutions