

Your Business Refined

By Wendy Parker Barsell, FSPA Executive Director

It's been a few weeks since you attended the Orlando Pool & Spa Show where you took classes and met with manufacturers to talk about their latest products. Most likely you left the Show full of excitement about all the things you want to do with your business, but within a few days much of it was forgotten as the day-to-day work of running a business returned.

Before your notes and product literature get buried only to be found next Christmas, take a few minutes to go over it again. Use this information to refine your knowledge, skills and ability to meet your customer's needs and expectations. Make a list of new products to use on your next project or to offer your service customers that will improve their pool's efficiency. Take the time to talk when a representative from a booth you visited calls, and very quickly you will remember that rush of opportunity you felt at the Show. If there was something mentioned in a class that you meant to ask the instructor about but didn't, give them a call. Chances are you'll get a great explanation of your question and more. Did you have a good conversation with a peer and learn something? Reach out to them again and see if there are ways for you to work together or just be there to help each other through challenging projects. If you need to get in touch with an exhibitor or search for a product, the Show Web site will remain up with exhibitor and course information for several more weeks.

The annual show is presented by the FSPA to help swimming pool industry professionals refine their ability to serve the consumer and improve their business. The information you gathered at the Show shouldn't stay at the Show – it should be used and referenced all year, on all of your work.

Send me your testimonial about how a product or a class at the show helped your business and you could win free registration (including CE courses) for the 2011 Orlando Show!

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