



# Top 10 Traits of Highly Successful School Support Business Owners:

There's not one single trait that makes a great business owner, it's a collection of skills and attributes that contribute to success. Here at School Support Partners, we reflected on what makes our most successful owner- operator business associates great, and we came up with ten traits (in no particular order) that all our most effective operators embody.

ACHIEVE YOUR LEGACY

School Support Partners

## PEOPLE MANAGEMENT SKILLS

Even though this is private school industry, School Support truly is a people management business. Since our professional operators are not spending their days in the schools, it is critical that they learn early on how to manage their business through their manager. Developing those relationships and communicating frequently so that the manager and owner are on the same page about business metrics and goals can make all the difference towards the success of the business. School Support Partners provides training and resources for business staff and managers, but it is up to the owner to make sure their managers are putting their training into practice and setting the standard for expectations in the business.

## WILLING TO FOLLOW A SYSTEM

When joining a professional business, there's no need to reinvent the wheel. Lucky for you, it has all been done before and you are not treading into uncharted waters. School Support Partners has a plan to help you be effective and the best thing you can do as a business is to follow that plan. TreNova, the owner of School Support Partners is known for having consistency within the sector and strong brand names. Maintaining policies and procedures throughout the system is the only way to achieve that! There is, of course, room for you to leave your personal mark on the business by creating the kind of atmosphere and community you want in your business. If you want to do everything independently and chart your own course, School Support business model may not be the right fit for you. But, if you are looking for the security, resources and strength that an already successful business can offer, you've come to the right place.

## AGGRESSIVELY PURSUES PRIVATE SCHOOLS

School Support business owner that are serious about growing their business are constantly on the lookout for their next school to help. We often hear of school care managers visiting private schools, creating alliance with private school association executives and attending private school owners association meetings. Private School Support business is very competitive, as there are many other service providers vying for the attention of same school owners. School Support Partners encourages its professional operators to have their presentations ready and a strong relationship marketing system in place so they can be ready when real opportunities arise. A good School Support business owner should have established relationships with private school association executives in place, so they can help you refer their colleagues to your business.

## FINDS THE RIGHT PEOPLE

When we look at our most successful operators, there's always one common denominator: they have great staff. And it's not just that their staff has great relationship management skills, but they also have great attitudes. The telemarketers are the face of the brand and the business, so having the right people is critical for success. Look for employees that have a willingness to learn and adapt. As some of our operators say, "Hire for attitude, train for excellence." Don't just hire anyone; hire a person that you think is a great fit for your organization and someone that you can connect with. And remember that recruiting is a constant in this business! Even when your business is fully staffed, our best operators are always on the lookout for the next great staff.

## **VISIBLE TO STAFF**

School Support Partners is unique from other business opportunities because the business is manager run. The day-to-day operations are all run by the manager; this means that the owner does not have to be present in the business at all times. But just because you don't have to be there, doesn't mean that you shouldn't. In fact, it's important that your business staff sees you and gets the opportunity to create a relationship with you. Many of our operators stop in their business to telemarket, work the front desk, or just provide any support that they can. Sometimes, just being present and showing a commitment to the success of the business can help set a positive example to the rest of the staff.

## **EMBRACES TECHNOLOGY**

Technology, and more specifically, the digital platforms, have forever changed the way businesses will operate. Successful operators learn how to use technology to their advantage. While in-class teaching is never going to be replaced with an online teaching, there is still plenty of room for School Support to use technology to better interact with our customers in new, innovative ways. School Support Partners is the industry leader with digital relationship management. School Support business owners know that these technologies are important and make sure their staff uses and understand the benefits of these innovations. No matter the industry, it's important to make technology work for you and not against you.

## **REWARDS STAFF**

It's no surprise that three of the traits listed on this document are about employees-they are the lifeblood of every company. School Support business owners that are looking to motivate their staff often set attainable goals for their staff to work toward. Setting goals can help build teamwork amongst staff, create camaraderie and even bring an air of competition to the workplace. When goals are reached, it's important to celebrate-whether it's a staff party, small gifts or even a dinner-it's important to show staff that their hard work is appreciated and recognized. The Golden Rule really applies-remember to treat others the way you want to be treated, especially your staff!

## **ENGAGES WITH FELLOW SCHOOL SUPPORT BUSINESS OWNERS**

One of the benefits of joining a business system is the support that operators receive, and it's not just support from the corporate office, but also from fellow operators. Who better to learn from than someone who has already opened business and has experienced the process of starting a business? School Support Partners business owners are known for their willingness to share information with fellow operators. School Support Partners isn't just a business, it's a family. The most successful operators in the School Support system are those that network with and learn from their peers.

## NEVER STOPS MARKETING

A good marketing plan is one that never ends. Successful School Support business owners are constantly finding ways to attract new customers; this doesn't necessarily mean spending big money. If you haven't yet, familiarize yourself with the term: "Guerrilla Marketing." This method of marketing is defined as non traditional, low-cost or no-cost ways of marketing, promoting, advertising, publicizing, etc. School Support business operators have used referral system, host beneficiaries, brochures, coupons and other low-cost tactics to market to customers. Of course, School Support Partners provides our business owners with a range of tools and a solid referral system to continually raise brand awareness on a broader scope, but great operators are always looking for unique opportunities to drive more customers to their business on the local level.

## MEASURES PROGRESS

A successful School Support business depends on more than just a great location and solid marketing-it also depends on the kind of benefits customers receive from the business. When that benefit is valuable and excellent, customers return! How do we know they return? School Support Partners provides a top of the range repeat business model that help you track the percentage of revenue attributable to repeat customers. By understanding these patterns, your business can measure their individual progress, and School Support Partners can provide the solid data showing that the success of our business owners can be boiled down to a few simple brand loyalty measures. Successful School Support business owners understand that tracking this data, and adapting their business practices to follow these measures can mean the difference between mediocre performance and being a top performer in the system.