

SECRETS OF SMB SUCCESS IN 2018

AS TOLD BY LEADERS OF THE INC. 5000

3 Key Reasons for Success



41%

Great sales and marketing



37%

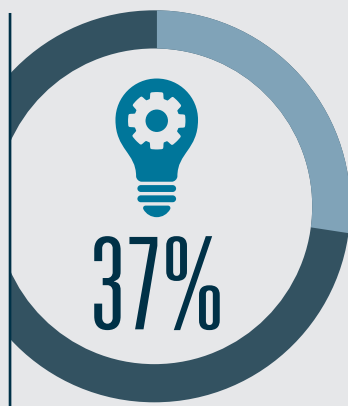
Right management team in place



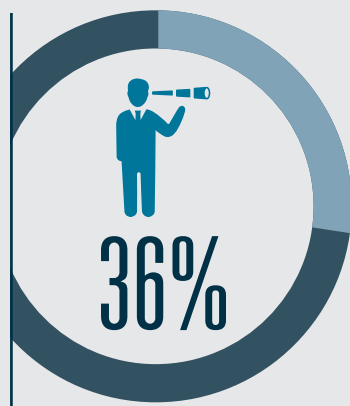
27%

Keep costs in line with growth (i.e. scale)

Personal Success Drivers



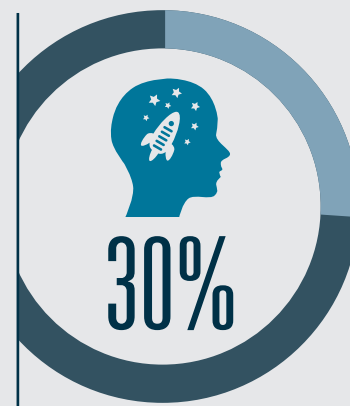
Hard work



Strong Vision

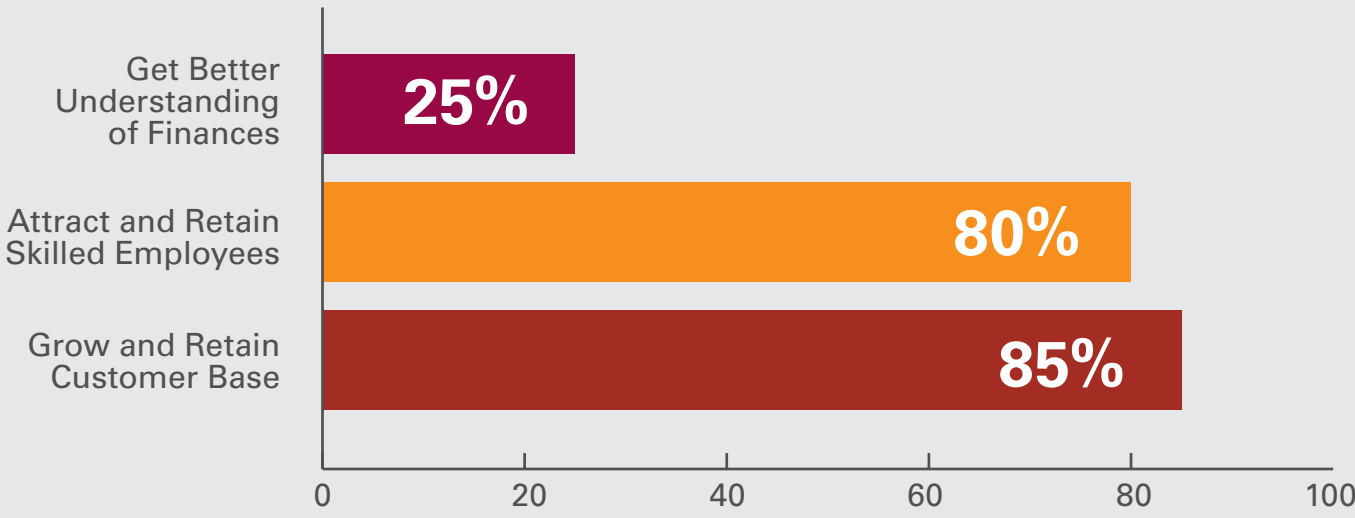


Willingness to take risks



Perseverance

3 Ways to Stay Successful



Top Spending Priorities



GROWING AND RETAINING CUSTOMER BASE

40%

focus on markets that have not been addressed aggressively enough

21%

support multi-channel customer service

15%

provide customers with more self-service options



ATTRACTING AND RETAINING SKILLED EMPLOYEES

46%

build a leadership team that can handle business demands

31%

fill vacant positions quickly

16%

focus on succession planning and employee career advancement



BETTER UNDERSTANDING FINANCIAL POSITION

43%

deliver better inputs for planning and budgeting

20%

improve cash management

15%

achieve a quick and accurate financial close



IMPROVING DATA SECURITY

47%

improve threat awareness among employees

24%

Implement a risk-management plan

21%

Invest in the right software

2 Big Obstacles to Growth

INTEGRATION



42%

stated that true connectivity between all cloud products is biggest issue

SECURITY



28%

worry about data security

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