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## **Solutions for Growth Helps Small Businesses Overcome Growth Challenges**

***SUMMARY: The current tough economic environment has led many small businesses to seek alternative methods to strengthen sales. Solutions for Growth was recently established to coach local businesses to develop marketing strategies to grow during these challenging times.***

South Salem, NY, March 11, 2010 – Small business owners, be they retailers, service professionals or tradespeople, are usually experts in their field, however, their marketing efforts, if any, sometimes fall short of what is needed to attract and retain customers.

David Fischer, with over 20 years of retail and marketing experience, discovered this need when friends started asking for advice on how to increase their sales. By word of mouth, more companies started seeking his advice, so he decided to establish Solutions for Growth as a small business marketing consulting firm serving Westchester and Fairfield counties. Solutions for Growth is specifically dedicated to addressing the issues small business owners face in growing their businesses. In the past year, he has provided advice to a variety of companies, including restaurants, publishers and retailers. The key to his success is tied to a review of all touch points a potential or current customer engages with a business. For example, when he enters a store, he often notices a dozen aspects of the business that could be improved to increase sales.

Fischer meets with the business owner and helps identify areas where the business could improve, such as the layout of a store or by implementing a regular email campaign to keep the business top-of-mind. Many times, businesses don't recognize the need for change because there is the attitude that they are doing all they can.

For example, a local restaurant, made changes to the signage and menus based on Fischer's advice and increased its average bill by 15%. Fischer says "Several small changes can have a dramatic impact on a company's revenues." For Saul Richman, a housewares importer, Solutions for Growth developed a monthly email marketing campaign that has contributed to growing the importer's sales. The email campaign substantially increased the number of phone orders, delighting the importer. As Richman recently stated: "David Fischer has contributed greatly to expanding our customer base!"

Part of the appeal of Solutions for Growth is the flexibility Fischer demonstrates in addressing his clients' needs. He is often used as a sounding board or advisor for a one time meeting, or can develop an ongoing marketing campaign. "The goal," Fischer says, "is to ensure that the small business owner sees Solutions for Growth as an ally in his or her endeavor to grow sales, not as just another expense."

For additional information, contact David Fischer at 914-980-0521 or visit [www.SolutionsForGrowthLLC.com](http://www.SolutionsForGrowthLLC.com).

About Solutions for Growth:

Solutions for Growth is a marketing consulting firm that helps small businesses grow by increasing their sales through tried-and-true marketing techniques. By focusing only on small businesses, Solutions for Growth understands their unique needs and provides professional advice and practical implementation of marketing techniques that have been proven successful.

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