



b.pre (PARED!)

[the business interruption e-source]



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BUSINESS INTERRUPTION CONSULTANTS, INC.

HAPPY NEW YEAR 2010!

Whew, glad 2009 is over and behind us. We now face a *new year, new opportunities, and new chances to make a difference.*

This is the time to stop fixating on price and start raising the bar on quality of service. Added value and market differentiation are going to be the deciding factors in this next decade. Imaginative uses of technology are more important than ever in order to deliver cost-effective, competitive services. Webinars, video conferences, and **web-based products like BISimplified.com** will be the turning point for true professionals.

The goal must be to grow revenue through proper risk assessment, mitigation, and financing. Companies have cut back on their risk management programs and it will haunt them in the future if they do not get back on track. Most we meet are not fully prepared for the next disaster and are at least 20% underinsured. Already major insurance agents and brokers are talking about this change in focus and major entities are revisiting their risk management programs for effectiveness.

Providing your staff and clients full access to BISimplified.com is a unique way to improve your brand and customer relationships. We offer in-house staff training and are always available to answer those tricky business income questions. Service and market differentiation are our number one goal. Contact us and start the New Year off right. Help your clients be prepared and protected!

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