

<p>PPS Performance MinuteSM www.globalpps.com sales@globalpps.com 866-895-0596</p>	 <p>The logo for Prometheus Performance Systems features a stylized globe with red and blue swooshes. To the right of the globe, the word "Prometheus" is written in a large, blue, sans-serif font, with "Performance Systems" in a smaller, grey, sans-serif font below it. The letters "PPS" are also visible on the globe.</p>
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How should you go about choosing professionals (i.e. CPAs, lawyers, consultants, and other support functions) for your business?

True Interest in Your Business

When hiring professionals to help grow their business, owners and developers do need to look for professionals with a growth orientation who will help their business. Make sure that the professional has a basic understanding of your business. Most importantly make sure they show true interest in your business challenges and a desire to work as a partner to overcome those challenges.

Not Simply Product Peddlers

A professional who will act as a growth partner will listen more than talk. He should start out by trying to learn about your current business and business goals rather than simply giving you a product pitch. He'll be looking to see how he can solve problems for you rather than just peddle his product. Naturally, much of this exploration may well focus on whether and how his product set can help your situation. The distinction here is the professional does not simply give you a "canned" list of features and benefits, but rather tailors the product to meet your needs or tells you there is not a fit.

Choosing a Good Fit

You obviously want someone who you'll be comfortable working with and who fits well with your business environment. That said, there is tremendous value in hiring a professional who can really give you a different perspective or viewpoint on your business issues. This can be someone who has worked in different markets from your own or even different industries. Choosing the "tried and true" professional who solely supports apartment owners and developers may feel comfortable, but it may not bring the most value to your business growth goals. A "stranger" to your industry or market may bring just the right mix of fresh ideas to really spur your growth.

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