**Starting a Product-Based Business? What You Need to be Successful**

In addition to sales and marketing, there are other responsibilities that go into running a business that sells products. You cannot focus solely on sales figures and profits to stay successful. Review a few ways to help you [start your product-based business](https://www.entrepreneur.com/article/230068).  
  
**Good Values**  
  
Product-based businesses place too much emphasis on selling products and not enough on building trust and helping the community. Start with your employees to build good values that include trust, honesty and reliability. Show your commitment to the community in several ways, such as placing a mission statement on the company's website and participating in local events.   
  
**Employee Loyalty**  
  
There are different ways to build loyalty in your employees. Start when they are first hired, and provide quality job training that works. The more you help them, the better they perform on the job and the longer they remain as employees. Quality training shows that you are willing to invest good time and resources in them and care about their success.  
  
Create a rewards system for employees who go above and beyond their basic job duties. Reward them for finding new leads, working overtime and taking on more assignments than necessary. Know that consumers are more likely to deal with a business that treats its employees well.  
  
**Reliable Shipping and Delivery**  
  
Many customers are patient when they wait for their products in the mail. However, some customers are not as patient and make complaints if they find one problem with the order. Work for the percentage that is impatient and complaintive because they are still buying your products in large quantities. Also, many shipping and delivery problems are simple misunderstandings that are sorted out easily and even in the same day.  
  
Consider outsourcing your shipping tasks to another company. Even if you could do the work yourself, it is more reliable to work with a company like [Fremont Contract Carriers](http://www.fcc-inc.com/work-with-us/our-fleet/) that specializes in logistics and transportation.  
  
**Personalized Services**  
  
Shoppers like it when businesses pay attention to them as individuals and not just consumers. Give them the option to customize the products and services they buy. Customers are more interested in buying products that they have better control over.  
  
You know which products to sell and have created advertisements for the media. There are the few steps that you are still missing on a business startup checklist. Also, work to build trust in your customers and loyalty from your employees.