GPS for Small Business Blog

How to Balance Employee Autonomy and Accountability

Posted by Mike Kotsis on Mar 22, 2017 9:30:00 AM

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Disengaged employees cost companies as much as $550 billion every year in lost productivity. As a result, frustrated companies are looking for better ways to increase employee accountability. But increased accountability on its own creates a culture of micromanagement that leads to unhappy workers. This, in turn, has a negative impact on employee productivity.

Some companies focus instead on creating a culture of autonomy, because a high level of autonomy increases employee engagement and ownership of the work. Employees that feel a high sense of ownership tend to be more productive, because they take greater pride in their work.

But the danger for these companies is discovering that their autonomous employees aren't all on the same page. As a result, their work doesn't align with the company's vision. In some cases, their productivity suffers because they have too little oversight.

The clear solution is to balance employee autonomy with clear and meaningful accountability. But how do you balance these two components?

Autonomy That Creates Ownership

Creating a culture of autonomy means that you give employees the freedom to determine how to reach your company's goals, within established boundaries. To do that, you'll need a clear vision and alignment on Core Values, quarterly priorities, and weekly to-dos. These components guide autonomy with a structure that gives your people the alignment and vision they need.

Structured expectations create a culture that allows leaders and managers to take a hands-off approach.

Spotify seems to have mastered this concept: The guiding principle that shapes Spotify's model of employee autonomy is to have "loosely coupled, tightly aligned squads."

Accountability That's Clear and Meaningful

Employees want autonomy, but you might be surprised to learn that they also want to be held accountable. This starts to make sense when you realize that accountability gives you a way to measure success.

While autonomy gives employees the freedom to own their work, accountability holds them responsible for results, and for the actions that produce results.

To be effective, employee accountability needs to be clear and meaningful.

- **Clear accountability**—Expectations are communicated, observable, and measureable. Your employees know exactly what success looks like, and there's no question about whether their performance meets expectations.
- **Meaningful accountability**—You have a specific, understood plan in place if expectations aren't met.

The plan for accountability should have the goal of helping the employee get back on track, but also provide clear consequences if improvement doesn't occur within a specific time frame.

A Balancing Act That Pays Off

Purposefully balancing employee autonomy and accountability is the key to producing a work culture that creates employee engagement with the right kind of results. It may be a bit of a balancing act at first, but companies that are committed to it find themselves achieving new levels of success.

Want to learn more about how to gain traction for your business? Download a free chapter of the best-selling business book, *Traction*.

Get a Grip on Your Business — Download a free chapter of Traction by Gino Wickman — DOWNLOAD YOUR FREE CHAPTER

Topics: Small Business, Leadership, People Issues, Team Health

GPS for Small Business Blog

The Best (and Worst) Ways to Increase Employee Productivity

Posted by Mike Kotsis on Apr 26, 2017 9:30:00 AM

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If you're investing into growing your business, you're probably trying to find ways to motivate your employees to be more productive. Every business wants to improve their workers' performance, but most companies struggle to do it well. Many businesses actually create toxic environments that decrease employee motivation!

Want to excel at motivating employee productivity? Here are some of the best ways to do it - and practices you should absolutely avoid doing.

Best Ways to Increase Employee Productivity

Communicate a clear company vision

A clear company vision statement is essential for gaining traction as a business - as long as it's communicated clearly throughout the entire organization. When everyone understands the purpose of your business, and gets behind the vision, all of your people will be putting their efforts into accomplishing the same goals. Productivity skyrockets and your business soars.

Foster communication and healthy relationships with your direct reports

The strongest leaders and managers are those who nurture positive relationships with their employees, communicate frequently, and keep their door open. When workers trust their supervisors and know they're being heard, productivity goes up. Problems get resolved quicker and employees invest more of themselves into their work.

Get out of their way

Set goals and objectives, establish clear expectations, and give them freedom. Your role is to provide the resources and direction they need to get the job done - not to do it for them or hover over their shoulders. If you've hired well, you should be able to set your employees loose to make a difference in your company.

Optimize your operations

Make your processes as efficient as possible - without overdoing it. Find tools that help streamline internal communications and project management. Identify the bottlenecks, gaps, and miscommunications. Establish common expectations.

Realize each employee is different

Each person on your team has different needs from you, and responds to correction differently. Some will need a direct, straight-shooting approach. Others will need a softer touch. Some are task-oriented and others are relationship-driven. Knowing how each person is different will help you to more skillfully get more productivity from your employees.

Worst Ways to Motivate Your Employees

There are also some common practices you might need to quit doing. If you're relying on any of these things to motivate your employees, you should change your habits now.

Offer money.

People aren't motivated by bonuses or monetary incentives - they're motivated by personal growth, recognition, responsibility, and challenging work. Give them something of value that's lasting, not a bribe.

Micromanage them

There's nothing more demotivating for your employees than to be micromanaged. It communicates distrust, feels patronizing, and belittles the value your employees bring to your organization.

Many supervisors micromanage without realizing it. If you have a hard time delegating, are never satisfied with deliverables, constantly need

progress updates, or find yourself constantly correcting fine details, you could be micromanaging your employees.

Add rules

If a process is broken, you need to fix it. If a process is missing, it needs to be created. But adding rules to govern productivity or culture will only stifle motivation at work.

Withhold praise

Public recognition is one of the best ways to motivate your team and encourage employee productivity. Withholding praise shows your people that you don't value their work, or that you intend to take credit for their hard labor. Always be generous with your praise.
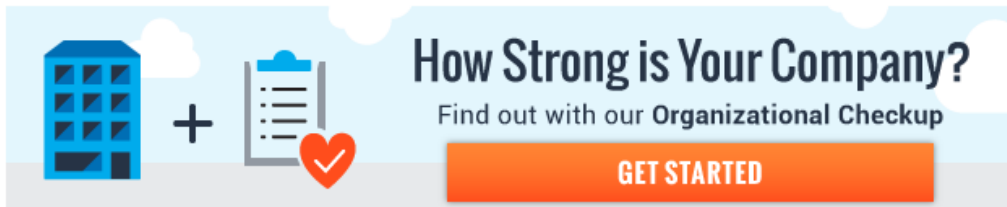
Misuse your meetings

Well-run meetings are essential to the success of every business, but most companies suffer from mismanaged meetings. Learn how to run effective meetings, and make them count.

You're not accountable, and neither is anyone else

If you can't be counted on to fulfill your promises, it disrupts the work of those who are depending on your word. And if the manager isn't accountable, no one else on the team will be, either. Without real accountability, production is bound to suffer.

So how well does your organization motivate your employees? How are you, as a boss, doing? Discover how to be your best as a manager - download a free chapter of the Amazon best-seller, *How to Be a Great Boss*.

Or go a step further, and find out the strength your organization by taking the Organization Checkup.

GPS for Small Business Blog

5 Ways to Improve Accountability at Every Level of Your Organization

Posted by Mike Kotsis on Apr 12, 2017 9:30:00 AM

| Share | 1 |

I was recently in a planning session with the leadership team of an HVAC and sheet metal construction company. At one point, the owner paused to reflect on the impact EOS® has had on his company. He remarked how tremendously accountability has improved throughout the company, at every level. As we talked about the difference he saw in his business, he mentioned several key areas where accountability took a leap forward.

This business isn't unusual. Companies that use EOS often find accountability growing throughout the organization. Here are the five ways that EOS improved accountability at every level of this business.

Everyone Is Galvanized Around a Single Goal

EOS helps your leadership team gain agreement on your 10-year target with a goal that everyone in the company can understand and contribute towards. Everyone wants the same result and works together with a common purpose.

At my client's company, employees began challenging each other on a daily basis when they saw actions or behaviors that detracted from

reaching the big goal--resulting in an increased level of accountability throughout the company.

Everyone Pulls on the Same End of the Rope

When my client began their journey with EOS, the leadership team believed that everyone in the company was well-intentioned. Their staff wanted to work in the best interests of the company, but their was a lack of consistency coming from overlapping activities and key gaps.

We implemented the EOS Accountability Chart, which defined clear roles and responsibilities. The Accountability Chart provides a blueprint for communication channels and defines who is responsible for the key functions of the organization. Now eveyrone has clarity around who has the ball and who is running with it.

Everyone Speaks the Same Language

At first, the terminology of EOS was challenging for my client because it was all new. As with anything, change can be tough at first. But EOS establishes consistent terms, which dramatically increased accountability and saved a tremendous amount of time.

Specifically, consistently using the terms 1-Year Goals, Quarterly Rocks, and Weekly Level-10 Meetings created a higher level of accountability. Everyone in the organization is now clear on their Rocks that align with the company goals for the year. If they are off-track or need help, the weekly Level-10 Meetings provide a consistent forum to get them back on track.

Right Person/Right Seat

Having a simple, clear definition for the right person in the right seat has been instrumental in their hiring and review process. The company's Core Values have were brought to life through Quarterly 5-5-5 conversations and annual reviews with each of their employees. EOS provided consistent check-in points with every employee to make tweaks and course corrections along the way.

Before EOS, my client didn't have consistent check-in points or a review process. They addressed issues only when they became big problems. EOS has helped them to get ahead of potential issues and nip them in the bud before they festered and grew. This higher-level accountability permeates throughout the company, starting with the leadership team.

Weekly Meetings

Before implementing EOS, the leadership team only met monthly. The very thought of meeting weekly was daunting at first. Now they can't imagine it any other way. A consistent weekly meeting has given them a simple way to hear all of the company's good and bad news, all at one time, from every area of the company.

The weekly meeting provides a way to review key activity-based measurables on a scorecard. The scorecard quickly shines the light on any issues that are standing in the way of keeping numbers and priorities on track.

Become Your Best Team

These are just a few of the ways that EOS has helped to improve accountability with one team. Anyone who has been through this journey knows that it takes time and effort to truly become their best.

The teams that EOS benefits most are teams who are open-minded, growth-oriented, frustrated, want help, and have a willingness to be vulnerable. Sound like your team? Get a personalized 90-Minute Meeting to find out how EOS can help your company increase accountability at every level.

9 B2B Blogging Myths That Are Still Alive in 2017

BEN JESSUP   JANUARY 12, 2017

CONTENT MARKETING, INBOUND MARKETING,

BLOGGING

B2B blogging has been one of the most effective inbound marketing tactics for years, and it's the most popular method among marketers. Blogging is so important, that 76% of B2B marketers planned to produce more blog content in 2016. But not everybody is winning at blogging. Only 42% of B2B marketers say they're effective at content marketing, including blogging. How come?

With all the plethora of best-practices listicles out there, you'd think most businesses would find blogging to be a cinch. But the fact is, there are plenty of blogging myths that are still alive and well in 2017.

Are you buying into any of these common blogging myths?

We're Too Niche to Blog

So you're in a "boring" industry, eh? Think you're too niche for blogging? No one Googles your product? They say you can only slice an apple so many ways before you're left with applesauce.

Baloney.

Customers who need your product or service are highly motivated
to get their questions answered. Their problems don't feel boring
or uninteresting to them, and they're looking for real help to solve
real issues that are impacting their business. The more information
they can get, the better, and it doesn't matter if the topic is sexy or
not.

B2B customers do a lot of research before making a purchasing
decision—they're nearly 90% through the buyer's journey by the
time they talk with you. They need to be well informed, because
they've got a CFO or other stakeholders asking a lot of questions.

Your blog is the perfect place to answer those questions.

One of our clients is a bulletproof glass manufacturer. They've
been blogging since 2009 and they still have something new to say
every week.

"Boring" or niche companies might need to dig a little deeper to
avoid repeating themselves all the time, but you'll be surprised
how much there is to say. Here's a few ideas to get you started:

- Talk about industry trends

- Do a series of posts about the top 10 (or 7, or 5)
  problems your customers face—one problem for
  each post

- Share a customer success story

- Pull back the curtain on your business and give an
  insider's peek

- Answer common myths or objections

- Take earlier posts or content offers and expand on
  one aspect of them

- Answer the most common questions your sales team
  hears

- Take old posts and approach them from the opposite
  perspective

**Get personalized help putting your content marketing in order
for 2017.**

The Ideal Blog Length Is 400-600 Words

There's a rule of thumb that search engines don't pay attention to posts under 350 words, and that busy people don't pay attention to posts that are too long. So 400-600 words is the sweet spot.

Except that's not entirely true.

Long posts have legs

Turns out, longer posts are getting more ROI. And by long, I mean 2000+ words. People spend more time on long posts, they share them more often, and the CTAs on those posts get more clicks. Search engines also love lots of content, so you get a bonus there, too.

But not every post needs to be that long, and you probably *shouldn't* do it, either. Long posts get certain results, but shorter posts get different results. You should consider your goals for each piece of content before deciding how long you should make it.

Short is beautiful

For example, do you want more comments on the blog? Shorter is better. Need to get several posts out quick? Then you probably ought to keep them short and sweet. And you should never extend a post with low-value filler simply because you think it should be long.

When it comes to short blogs, it's true that search engines don't give them much authority, in general. But as with all best practices, you should keep this in perspective. It's not going to hurt your bottom line if you have one or two posts that are under 400 words. So if you've got a post that only makes sense as a short post, then keep it short and move on. Just don't let it become a habit.

You Should See ROI on Your Blogging within a Month

That would be great, wouldn't it? Truth is, it takes a bit longer than that to see real results that you can take to the bank. But the good news is, blogging has a compounding effect. Because your content isn't relevant for just one day (or week, or month), visitors will keep discovering old blog posts as well as new ones. Some of our most popular posts are a couple of years old.

And as you add new posts, those will also gain more traffic over the months and years. So as you continue to blog over time, you'll see a compounding return on your efforts.

The upshot of it all is, don't judge any article's effectiveness too soon. Wait a quarter, or more, before you analyze its effectiveness.

Get more ROI out of your inbound marketing with this budget prep checklist.

Your Blog Needs to Attract More Visitors

Blog articles make great top-of-the-funnel (TOFU) content, which means they're great for driving visitors to your blog. But this *doesn't* mean all of your blog articles are TOFU content, or that your blogging goal should be limited to attracting more visitors.

More visitors doesn't always mean better. In fact, fewer might be better—at least, for a time.

Some time ago, we had a client who had been spending all their time and energy trying to get as many visitors to their site as possible. They came to us hoping that we'd provide the magic solution to attract more eyeballs. Instead, their site visits dropped.

They panicked, but we were pleased with the results. Why? Because they'd been attracting the wrong visitors—people who would never convert or purchase from them. That's not the kind of visitor you want.

Your blog doesn't necessarily need to attract more visitors, it needs to attract the right visitors.

Besides that, blogging is also great for middle-of-the-funnel (MOFU) content, and for that your goal is lead conversion, not site visits.

More Blogging = More Business

Studies show that B2B companies that blog more get more sales. In fact, companies that publish 11 or more posts per month earn four times as many leads as businesses that only publish once a week.

But if you want to win more business, that doesn't necessarily mean you should be blogging more. You might do better to focus on converting the visitors you're already getting than putting your energy into a more frantic blogging schedule.

This is why knowing the shape of your funnel is so important. If you're blogging once a week and drawing 20,000 visitors a month but you're only getting 200 conversions, your problem isn't about blogging frequency—it's about optimizing your content for lead generation.

The key is to be efficient with your content. If you've got a bottleneck in your funnel, fix that first. Then you can start publishing more blog posts. That's where you'll get the most bang for your buck.

Publish on Monday Morning

You want to get your posts in front of people when they're most likely to read them, so it's a smart idea to optimize your publish times. There are all sorts of studies out there that'll tell you exactly when you should publish your posts. I've heard Tuesday morning, Monday at 11:00, and anything but Friday.

The fact is, every industry has its own trends, and every business is different. Best practices are a great place to start, but they're rarely *the* best practice for you. Instead, do some experimenting and pay attention to the results you get with your own audience. After all, it doesn't matter what all the research shows, if it doesn't match your audience's habits!

Master All the SEO Rules

SEO gets a lot of attention, and for good reason. It's one of the most critical elements of making sure your content earns a high ROI.

But it can also get out of hand. Google makes about 500 algorithm changes a year, and it can take a full-time dedicated SEO expert to maximize your content. There's on-page SEO, backlinking, searcher intent, multidimensional analysis, strategic markup, self-canonical tagging, and UX considerations—just to name a few facets. It doesn't take much to fall down the rabbit hole, and some companies spend as much as $3,000 a month to keep an SEO specialist on retainer.

The good news is, you probably don't need to be an SEO ninja to see positive results. You just need to have a good grasp of the basics.

For most B2B marketers, you can get a lot of traction by focusing your efforts on on-page SEO: optimizing the blog content itself, using best practices.

Handpicked related content: 10 SEO Fixes You Can Do Right Now for Better Google Ranking

Blogs Are Only Good for Organic Traffic

In general, most of your blog traffic will be organic (if you're successful). You'll also get hits from subscribers, too. But don't think of your blog as a tool that's just for these audiences.

You can get a big boost from your blog content by using it to target very specific leads at specific points along the buyer's journey. One of our clients uses their blog for sales as much as they do for marketing. Nearly every post they publish is designed for sales reps to send along to prospects, to answer specific questions and objections. It's proven to be an effective tactic that engages customers and nurtures buyers through the bottom half of the sales funnel.

Don't Be Salesy

Nearly every list of blogging best practices will tell you not to be salesy in your business blog content. It's a turnoff, and readers will sniff out a used-car salesman a mile away.

But be careful not to go too far in the opposite direction! There's nothing wrong with talking about your products and services on your own blog. It's no secret that you're a business and you want to win more customers. Your subscribers will expect you to tell them how you can solve their problems.

Occasional blog posts about your products and services won't chase people away, especially if you're coming from a help-first perspective. Show your readers how you can solve their problems, and they'll keep coming back. But if you avoid talking about your offerings altogether, you'll miss out on opportunities to generate leads.

Beyond Blogging Best Practices

Blogging best practices are a great place to start. But don't stick to them too tightly, or you could fall prey to the myths that'll hold you back from seeing your best marketing results. As with every inbound marketing tactic, experiment with your blogging and see what kinds of results you get with different tweaks.

Need a little more help than making blogging tweaks? No sweat! Our personalized service packages can get your marketing under control fast!

7 Stats-Based Fixes for Greater Landing Page Conversion Rates

DANIA DUNLAP-HURDEN   NOVEMBER 01, 2016

CONTENT MARKETING, INBOUND MARKETING, LEAD CONVERSION

If you're like most B2B companies, your website visitor-to-contact conversion rate is less than 2%. By comparison, the top 25% of companies are converting at a significantly higher rate of more than 5%.

But to increase your overall conversion rates, you need conversion points, and that means landing pages. If you want a quick benchmark, make sure your landing page-to-contact conversion rate is over 30%. At The Whole Brain Group, we have several landing pages that have historically seen sustained conversion rates of over 45% every month. So if you follow best practices and test your landing page performance, it's very possible to get some impressive conversion rates.

Building and testing landing pages is one of the top five challenges B2B marketers deal with. Roughly 75% of businesses have trouble finding expertise for optimizing their landing page copy. If that sounds like you, take a look at these statistics-backed tips for optimizing your landing pages.

Landing Page Statistics to Increase Conversions

48% of landing pages contain multiple offers (Source)
That's a big no-no. The #1 rule of landing pages is to keep them to one offer per page. Including multiple offers can actually decrease conversions by as much as 266%.

Your landing page should exist to do just one thing, to accomplish one specific goal. You want visitors to download a case study, or register for a webinar, or request a meeting. Whatever it is, it's only that one thing. So every single landing page you create should only have one offer.

58% of offer-related graphics on landing pages are clickable (Source)
This might seem like a good idea, but it actually hurts your conversions. You want to keep visitors on the landing page until they've actually converted. So unless the image opens a form, remove the links from your images.

Only 16% of landing pages don't have navigation (Source)
Frankly, I was shocked when I saw this stat. Remember: landing pages exist for one reason—to convert visitors to leads. You don't want people going anywhere else until they've converted. After that, yes, definitely get them visiting other pages. But until then, don't give them any reason to leave that page. Get rid of the navigation.

Only 50% of companies have mobile-optimized landing pages (Source)
Yet over 75% of users in the U.S. access the internet on mobile devices. If your landing pages aren't designed for mobile, you're shutting out a significant percentage of conversions. In fact, mobile-optimized websites can triple your chances of increasing conversions by 5% or more.

Embedding videos can increase conversions by 86% (Source)
Got a quick explainer video or customer testimony video? Embed it on your landing page! Videos are incredibly effective at increasing engagement, and the additional social proof or sneak peek they provide will help influence conversions.

More landing pages gives you more conversions
Companies that have 10-15 landing pages get 55% more leads than companies with fewer than 10. And if you're a B2B company, you'll get even more benefit by having 40 or more landing pages. More landing pages means more opportunities to convert, more variety for visitors, and more helpful collateral.

A one-second delay in your site speed can mean 7% fewer conversions (Source)
Just another reason that optimizing your load time is important. It's become a cliche, but it's true: today's web visitors are darned impatient! They won't stick around for a slow landing page.

Is Your Manufacturing Website Getting the Right Traffic?

BEN JESSUP   JANUARY 19, 2017 INBOUND MARKETING, ANALYTICS

 Nobody's website is perfect, and you'll never get optimal performance out of it. Your bounce rate will never be 0% and you'll never rank in the top position on Google for all of your keywords. And that's okay.

But it's a good idea to know how your manufacturing website stacks up compared to others in your industry, so you can identify performance issues that need to be addressed.

One of the first things we do with a new manufacturing client is check their website performance so we can develop a smart strategy that addresses their greatest needs first.

Where Are You Going, Where Have You Been?

Our clients ask us all the time where they should be getting their website traffic from. They want to know how much should come from social, email, and organic traffic—and where they can improve.

While the answers are specific for each business and their target personas, HubSpot just released some great benchmark data on the website traffic that manufacturing organizations (and others) are generating. You can use this as a terrific starting point to see how your website is performing.

Your source data is an important website benchmarking metric, because it reveals who your visitors are. For example, if the bulk of your visitors are coming from direct traffic, that's an indication that you aren't getting discovered by people who haven't already heard of you--which is an issue.
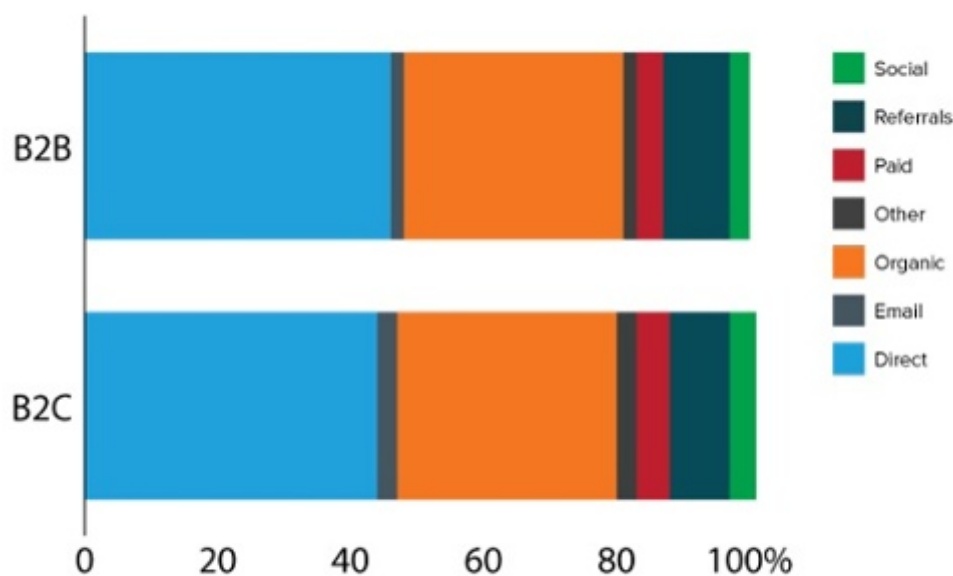
HubSpot Research exported over a year's worth of sources data from HubSpot customers and created website visit benchmarks across business type, employee size, region, and industry. Their report shows the proportion of total visits and average visits from each traffic source, from January 2014 through May 2015.

Here are the most relevant charts for manufacturers, with some details on what they mean for you. Want the full report? You can check out all the data at HubSpot Research.

Traffic Source Benchmarking for Manufacturing Websites

B2B Visitors

Proportion of visits from each source by company type

Proportion of visits from each source by company type

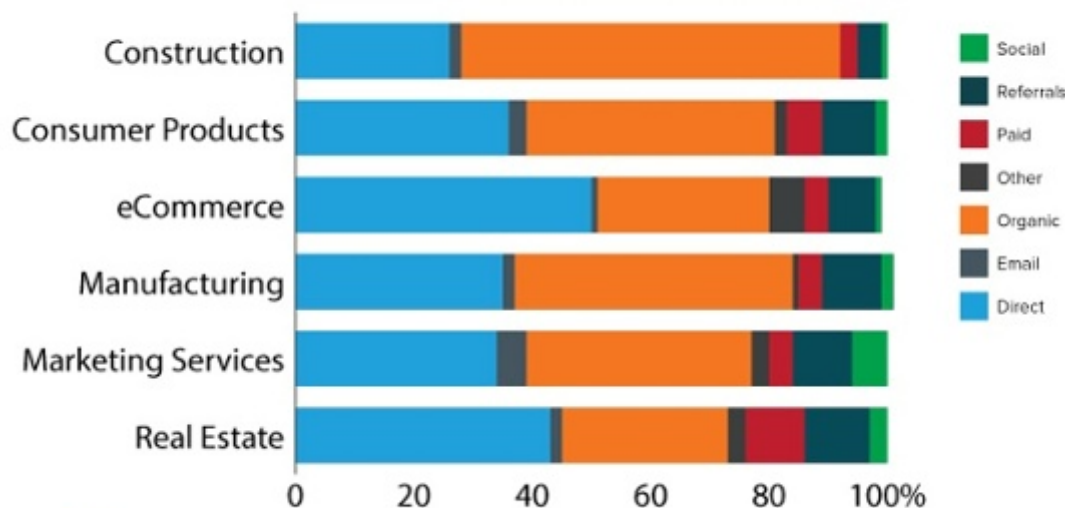|	Direct	Email	Organic	Other	Paid	Referrals	Social
B2B	46%	2%	33%	2%	4%	10%	3%
B2C	44%	3%	33%	3%	5%	9%	4%

Source: Product data from HubSpot

B2B and B2C companies have nearly identical profiles when it comes to proportions of visits from various sources. By far, the greatest source of visits comes from organic and direct traffic (although you should note this bit of info about "direct" traffic). Referrals are also significant. The fact that email is such a low contributor suggests that companies across the board have some improvements to make in their email marketing campaigns.

Let's take a look at the sources profile for manufacturers, specifically.

Proportion of Visits

Proportion of visits from each source by industry

Source: Product data from HubSpot

Proportion of visits from each source by industry

|	Direct	Email	Organic	Other	Paid	Referrals	Social
Construction	26%	2%	64%	0%	3%	4%	1%
Consumer Products	36%	3%	42%	2%	6%	9%	2%
eCommerce	50%	1%	29%	6%	4%	8%	1%
Manufacturing	35%	2%	47%	1%	4%	10%	2%
Marketing Services	34%	5%	38%	3%	4%	10%	6%
Real Estate	43%	2%	28%	3%	10%	11%	3%

Source: Product data from HubSpot

Here's how it breaks down across B2B industries. Notice that the manufacturing industry gets the most ROI on organic and direct traffic--basically, from Google and from going directly to the site. Like most industries (except marketing), manufacturing companies are underperforming with email and social traffic. That means there may be an opportunity you could take advantage of, which other manufacturers are missing out on.

Average Monthly Website Visits

Here's the average sources of visits per month for manufacturing companies. I like this chart because not only can you see how different sources fluctuate at peak and low business seasons, but you can benchmark actual visits per site with your own numbers.

Average sources of visits for Manufacturing companies
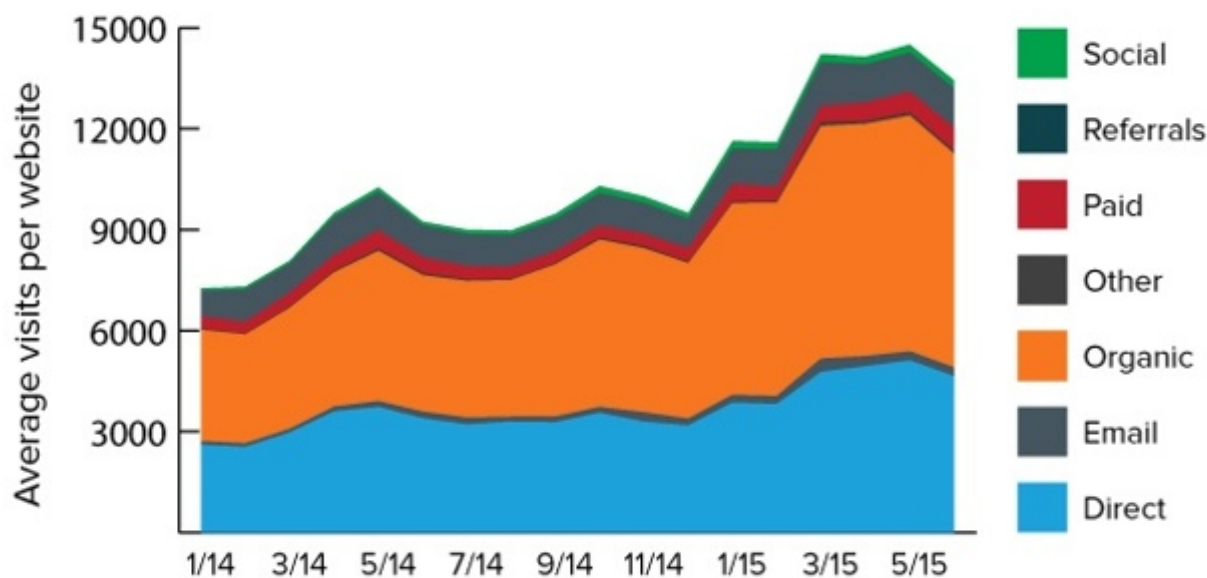
Source: Product data from HubSpot

What Does Your Website Need Most?

How do your numbers compare to these? Every manufacturing company is different, but this gives you a starting point to consider where you need to invest more attention when it comes to drawing more eyeballs to your website.

You can go to the full report to see detailed charts showing numbers of visitors by company size and region.

…But Maybe You Shouldn't Attract More Visitors

Even if your numbers are lower than the manufacturing industry standard, you might not need to focus on getting more traffic to your site--at least, not right away. Check the shape of your sales funnel first, and figure out what stage of the funnel needs the most work. You might discover that fixing your leads problem ends up giving you more visitors too!

Need help figuring out where to go from here? Our services packages are designed to give you one-on-one help with specific marketing needs. Check them out!

Sales:
866-765-9957
866-PolyXLPE

Other Inquiries:
800-523-9871

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(http://www.polyprocessing.com/)

What's New

Don't Be Surprised by the Hidden Costs of a Tank Repair

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Don't Be Surprised by the Hidden Costs of a Tank Repair

When you purchase a chemical storage tank, you're making choices that affect the cost of the tank. But, you're also making several decisions that could impact future expenses if a tank repair or replacement is needed.

No matter what tank manufacturer you use, there are costs to replacing a tank that go beyond the tank itself and the shipping costs. If you make the right choices when you buy your chemical tank, you can cut down on the expenses to repair or replace it down the road. That's why it's critical to start with the right tank for the right chemical (http://blog.polyprocessing.com/blog/how-choosing-right-chemical-tank-makes-your-job-easier).

There are several factors you might not consider that contribute to the cost of repairing or replacing a storage tank — no matter who your tank manufacturer is. Let's look at these sometimes overlooked factors that contribute to your total cost.

The Cost of Repairing a Chemical Tank

In general, repairing a chemical tank has fewer hidden costs than replacing it, but you should still be aware of them. Your tank manufacturer is likely to charge you these expenses:

- Travel costs, including mileage or airfare
- Travel time, if the travel is not local
- Hourly time for onsite inspection and repair work
- Parts not under warranty. Poly Processing's tanks are warranted for five years in general, but fittings are under warranty for 90 days. If your tank or the fittings aren't under warranty, then manufacturers will expect you to cover the cost of those parts.

Your downtime will be an indirect cost to you, as well. In almost all cases, you will need to drain and clean the tank before we can work on it. You'll need to move the remaining chemical to a tanker truck, another tank, or lose the contents of the damaged tank.

Tank Replacement Costs

The cost of replacing a tank can be much higher than the price of the replacement tank, especially if you don't purchase the right tank with the right installation. But if you work with chemical storage experts (http://blog.polyprocessing.com/blog/better-call-poly-3-areas-of-tank-service) during the purchasing process, we can help you plan strategically so any future replacement costs are kept to a minimum.

These factors can add to your tank replacement costs:

Temporary day tank

Do you need a temporary tank to replace the old one? If you need the chemical on a daily basis, you should bring in a temporary tank while the new one is being manufactured and shipped. Often, you can purchase a smaller polyethylene tank as a temporary tank.

Backup tank

Sometimes we recommend purchasing a backup tank as well, to ensure that you have redundancy. This may include splitting the needed gallonage into two tanks instead of one large tank. If a failure occurs, you'll still have a tank online so that you can continue operations while the issue is resolved.

Tank removal

Getting the old tank out of the building can be a large undertaking. A crew will need to disconnect the piping, pumps, and other accessories. The tank will need to be pulled out of the building—or, if it's too large to pull through the doors, it will need to be cut and removed.

Installing the new tank

If the new tank is too large to maneuver through the entrances, you may need to remove the paneling or roofing, and lift the new tank inside the building with a crane.

Should You Repair or Replace Your Tank?

Usually, repairing a tank is less expensive than replacing it. But just because you can repair a tank, doesn't mean you should repair it (http://blog.polyprocessing.com/blog/repair-vs-replacement-can-you-repair-a-polyethylene-tank). Once we've investigated the problem, we'll look at the repair options and determine how well it's going to hold up, versus the cost of replacing a tank.

If a patch will only last for a short time, you're probably better off in the long run by investing in a replacement tank. We'll give you an honest and dependable recommendation that supports your overall business and financial needs. The goal is your peace of mind.

Do It Right the First Time

Replacing a tank can be an expensive venture, but if you plan ahead you can keep your costs down. The Poly Processing tank installation guide (http://blog.polyprocessing.com/blog/updated-installation-and-operation-guide-available) helps you think strategically about every aspect of tank installation, including where you should be placing your tanks in your facility. Proper planning is critical to the overall success and longevity of your tank, and your overall costs.

Be sure you buy the right tank, with the right installation. Have conversations ahead of time (http://www.polyprocessing.com/contact-us) with Poly Processing, the contractor, and the distributor about where the tank will be placed. All of these factors impact your expenses if there's a tank failure.

Need a chemical tank repair or replacement? Talk to one of our storage tank experts today.

Sales:
866-765-9957
866-PolyXLPE

Other Inquiries:
800-523-9871

Menu

![PolyProcessing SOLUTIONS, SIMPLIFIED. logo]

(http://www.polyprocessing.com/)

What's New

Evaluating Your Containment Costs: SAFE-Tanks vs Concrete Secondary Containment

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Secondary containment systems (http://blog.polyprocessing.com/blog/advantages-of-a-secondary-containment-tank-system) are recommended safeguards that can prevent costly damage to equipment and risk to employees if a primary storage vessel is breached.

There are several secondary containment options with varying costs, and concrete containment is a popular industry standard. But you may be surprised when you compare the true costs of a poured in place concrete system to Poly Processing's sophisticated, integrated tank containment system, the SAFE-Tank® (http://www.polyprocessing.com/innovations/safe-tank/).

The True Cost of Concrete Containment

Many companies only consider the initial costs of a concrete secondary containment system, but there are ongoing costs and maintenance costs to consider as well. Here are a few factors you should consider before purchasing a concrete containment.

Multiple Containment Areas

If you're storing various chemicals—especially acids and bases—you'll need separate containment areas for each type of chemical. This prevents the possibility of a hazardous reaction if two leaks occur at the same time. While it adds a layer of protection, it also adds costs, square footage, and complications. Not only do you need to invest more, financially, but you also need to have adequate space for containment. And multiple containment areas means more man-hours for maintenance.

Cost of Concrete

Concrete can cost up to $12 per gallon or more, depending on the type of coating that's used. Since a secondary containment tank must be able to hold 110% to 120% of the primary tank, just the secondary containment for a 1000-gallon tank could cost upwards of $12,000 or more. That does not even factor in the cost of the primary tank.

Read more: Cost of Not Having a SAFE-Tank (http://blog.polyprocessing.com/blog/cost-of-not-having-a-safe-tank)

Coating and Maintenance

The inside of the concrete containment must be coated to keep chemicals from etching through the concrete. If etching occurs, you may need to repair or re-line the concrete system.

Even functioning concrete containers need to be recoated on a regular basis. Weathering from rainwater and exposure to the elements eventually wears out the coating. This process involves entering the containment area and thoroughly cleaning it, and applying a new barrier to the concrete. It's an involved process that requires project management, proper staffing, and budgeting.

Leak Detection

Concrete containment areas normally require leak detection in the interstitial space to monitor the integrity of the storage unit at all times. However, sensors in the concrete containers can get wet due to rainwater, and signal a false positive.

Chemical Spills

If a spill does occur into a concrete secondary containment, in most cases you won't be able to recover the chemical and reuse it. The chemical will become contaminated and you will need to:

- Remove or haul away the spilled chemical
- Purchase a replacement supply of chemical
- Repair, recoat, or replace the concrete container

SAFE-Tanks Save Money and Improve Containment

By contrast, SAFE-Tanks help you trim your costs and increase efficiency. Here are several advantages of a SAFE-Tank (http://blog.polyprocessing.com/blog/7-safety-characteristics-of-double-wall-storage-tanks).

Save Space

Only one tank pad is needed. And because any spills are self-contained, you can store acids and bases right next to each other.

No Coatings

The SAFE-Tank is made of cross-linked polyethylene, eliminating the need for additional coatings or re-coatings. SAFE-Tanks are maintenance-free.

Leak Detection

With the SAFE-Tank, you don't have to worry about leak detector false positives, because rainwater can't enter the interstitial space. If the primary tank leaks the operator can use up the chemical and decide when they want to repair the tank.

Reuse the Chemical

SAFE-Tank won't allow any debris or dirt to get into a spilled chemical. You can easily retrieve the spilled chemical and reuse it. If you're storing expensive chemicals, this could save a lot of money.

Save Time

Maintenance-free storage means that you'll save valuable time and hassle, freeing up your staff for more important work.

Altogether, the SAFE-Tank can cost up to 90% less than traditional concrete containment structures. Contact Poly Processing (http://www.polyprocessing.com/contact-us) to learn more about how the SAFE-Tank system can help you make containing your chemicals less expensive.

For more information about SAFE-Tanks, download the SAFE-Tank guide below.