

If Patton Ran Your Business

MARKETING SKILLS TRACK

How to win the battle
with your competition!



Presented
by
Tom Shay



P.O. Box 128
Dardanelle, AR 72834
www.profitsplus.org

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Who is the competition:

Define competition:

On War by Karl von Clausewitz

1. What is fought over

2. The armies engaged

3. Weapons utilized

4. Two aspects never change

A strategy is:

A tactic is:

What determines the strategy?

Considerations for defending a position:

Defensive strategy examples:

Consideration for an offensive strategy:

Offensive strategy examples:

Considerations for a flanking strategy:

Flanking strategy examples:

Considerations for guerrilla strategy:

Guerrilla strategy examples:



What is your strategy?

What is your business reputation/tactics?

*Accept the challenges so that you can feel the exhilaration of
victory.*

General George S. Patton