



Do what they don't;

BUSINESS STRATEGY SKILLS TRACK



Do what they can't!

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Not living in fear of a bigger competitor; we measure profit and not sales

The profit goes to you; not stockholders. Big competitors usually answer to stockholders; You answer to customers. Why would customers pick one business over another?

1 Cheaper prices are offered

2 A business offers hours that are more convenient to customers


3 The business is conveniently located for customers



4 A business has the correct selection; tailoring the offerings to the target customers

5 A business offers better customer service

6 A business is easier to do business with



7 A business demonstrates their business is a better choice for the community when it comes to deciding who to do business with

8 A business receives recommendations from current customers