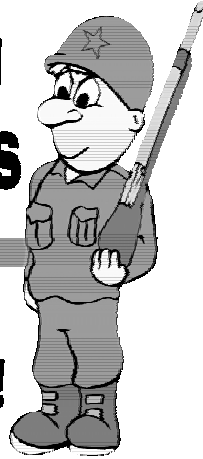


# If Patton Ran Your Business

MARKETING SKILLS TRACK

**How to win the battle  
with your competition!**



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Presented

by

Tom Shay, CSP

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## My Strategy for War

*First Exercise:*

Define competition:

Name your current and anticipated enemies:

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:

Your problem to be understood and solved:

Define long term:

Issues:

Your goal: (with numbers)

Considerations for defending a position:

Defensive strategy:

Examples:

Consideration for an offensive strategy:

Offensive strategy:

Examples:

Flanking strategy:

Examples:

Guerrilla attacks:

Examples:

*Second Exercise:*

Name a/the

Fast food defender



Fast food offense

Fast food flanker

Fast food guerrilla

Beer defender

Beer offense

Beer flanker

Beer guerrilla

Cellular phone defender

Cellular phone offense

Cellular phone flanker

Cellular phone guerrilla

Determine a tactic for:

Fast food defender

Fast food offense

Fast food flanker

Fast food guerrilla

Determine a tactic for:

Beer defender

Beer offense

Beer flanker

Beer guerrilla

Notes from reports of other generals:

*Third Exercise: War in this industry*

Describe the business operated by your army

Describe the enemy

Define similarities:

Define differences:

Name the

Defenders:

Attackers:

Flankers:

Guerrilla attackers:

Anticipated strategy for the:

Defense:

Offense:

Flanker:

(Which one are you?)

Guerrilla attacker:

Your tactic:

Non-industry enemies?

How do you measure success?

*Fourth Exercise:*

Name your enemies:

Position them:

Defender:

Offense:

Flankers:

Guerrilla attackers:

After our *war college*, what is your new battle plan?

What is the problem?

How long is 'long term'?

What are the particular issues?

Which of the four is your strategy?

How and why is this strategy from your initial strategy?  
Will this work?

Similarities to competition?

Differences from competition?

How long is each list?

Your target customer is:

Aspects of your business reputation:

Weapons needed:

Other weapons needed:













Time line for implementation:

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


**General George S. Patton**

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## Quotations from General Patton

*Battle is the most magnificent competition in which a human being can indulge. It brings out all that is best.*

When a man is lying in a shell hole, if he just stays there all day, a German will get to him eventually. The \*\*\*\* with that idea. My men don't dig foxholes. I don't want them to. Foxholes only slow up an offense. Keep moving. And don't give the enemy time to dig one either.

Nobody ever defended anything successfully. There is only attack and attack and attack some more.

Some fool once said that flanks have got to be secure. Since then, \*\*\*\* all over the globe have been guarding their flanks. I don't agree with that. My flanks are something for the enemy to worry about, not me. Before he finds out where my flanks are, I'll be cutting the \*\*\*\*'s throat.

If everyone is thinking alike, then somebody isn't thinking.

One does not plan and then try to make the circumstances fit those plans. One tries to make plans to fit the circumstances.

Untutored courage is useless in the face of educated bullets.

There are three ways that men get what they want; by planning, by working, and by praying.

May God have mercy upon my enemies, because I sure as \*\*\*\* won't.

Rommel, you magnificent \*\*\*\*! I read your book!

A man must know his destiny... if he does not recognize it, then he is lost. By this I mean once, twice, or at the very most, three times, fate will reach out and tap a man on the shoulder... if he has the imagination, he will turn around and fate will point out to him what fork in the road he should take, if he has the guts, he will take it.

There are four hundred neatly marked graves somewhere in Sicily. All because one man went to sleep on the job. But they are German graves, because we caught the \*\*\*\* asleep before they did.

I don't want to get any messages saying, "I am holding my position." We are not holding a \*\*\*\* thing. Let the Germans do that. We are advancing constantly and we are not interested in holding onto anything.

Be willing to make decisions. That's the most important quality in a good leader.

A good general never makes military strategy based on having better personnel. The larger the company the more likely the average employee will be.

We have the finest food, the finest equipment, the best spirit, and the best men in the world. Why by God, I actually pity those poor \*\*\*\* we're going up against. By God, I do.

A good plan violently executed now is better than a perfect plan executed next week.

Americans play to win at all times. I wouldn't give a hoot and \*\*\*\* for a man who lost and laughed. That's why Americans have never lost nor ever will lose a war.

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