

Strategies To Win In A Challenging Economy

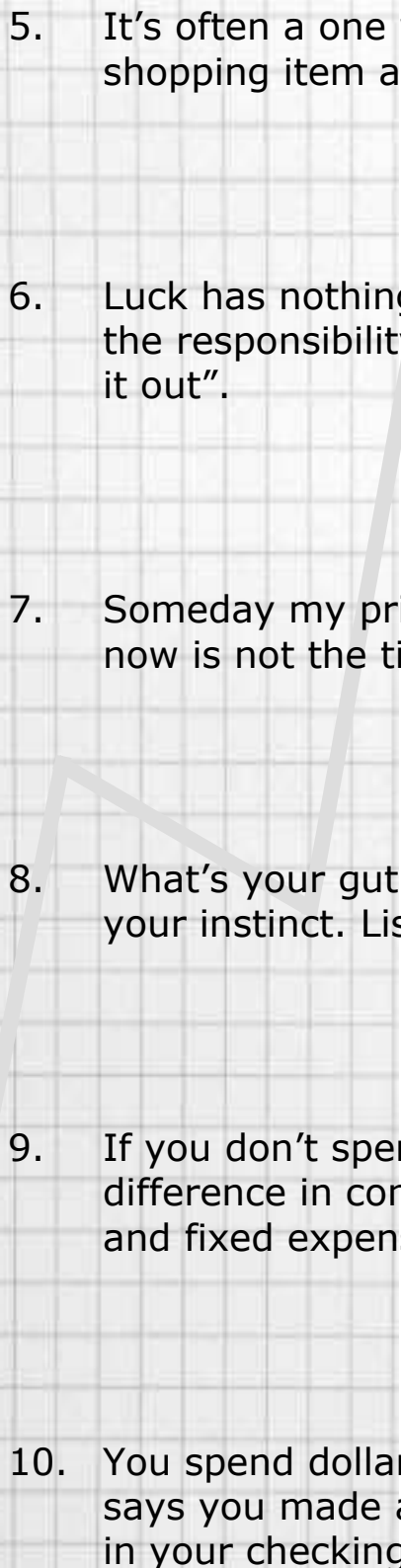
BUSINESS STRATEGY SKILLS TRACK



1. It's in your head. Determine that it is you, and not the media that is going to decide what happens in your business.
2. No one won a war by dying for his country, you win a war by... If another business is going to participate, help them participate.
3. Never forget a customer, never let a customer forget you! The competition will always spend all their efforts looking for the new ones.
4. Keeping the stone rolling is easier than getting it rolling again. If you are not pleased with the results, change the media or the frequency.



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

- 
5. It's often a one way street. Thinking the customers are all shopping item and price is an incorrect strategy.
 6. Luck has nothing to do with it – you get the glory and you take the responsibility. Now is not the time to decide to simply “ride it out”.
 7. Someday my prince will come. If it hasn't worked for you yet, now is not the time to see if it will eventually start working.
 8. What's your gut feeling? You got where you are by relying on your instinct. Listen to it now, more than ever.
 9. If you don't spend it, you don't have to make it. Understand the difference in controllable and uncontrollable expenses; variable and fixed expenses.
 10. You spend dollars, not percentages. And just because the P & L says you made a profit, doesn't mean that is the amount that is in your checking account.