

## **WHY SHOULD SOMEONE DO BUSINESS WITH YOU... RATHER THAN SOMEONE ELSE?**

"The purpose of every business, large and small, is to get and keep customers. To do it well. To do it everyday. It is the ongoing responsibility of everyone in the organization to ask the questions and to search out the answers to determine 'why someone should do business with them...rather than someone else'--and to ensure those answers are clearly evident to their customers. Every business must do this to create customer loyalty and to ensure their own business longevity. After all, a business without customers...isn't."

To answer this tough question accurately requires an observant eye, an innovative mind and a great deal of practical information.

Sam Geist offers just that in this most-requested, fast-paced program. Developed to encourage interaction, it assists participants broaden their business perspective and begin the vital information-gathering process.

### ***QUESTIONS ASKED AND ANSWERED***

Why should someone do business with you...rather than someone else? Would you do business with you? Why? Why not? Where do you see your business one year from today? Five years from today? What are you doing in your business to stay on the cutting edge of the rapidly changing marketplace? If your business disappeared from the face of the planet tomorrow, would anyone notice--would anyone mourn?

### ***PROGRAM BENEFITS***

- Developing memorable marketing strategies.
- Providing loyalizing service.
- Maximizing staff productivity.
- Demonstrating effective leadership.

### ***TAKE-AWAY VALUE***

- Identify trends, develop strategies and techniques to maximize business opportunities and minimize risks.
- Utilize specific techniques to make staff ambassadors, not assassins.
- Build effective communication avenues between staff and management and customers and suppliers.