

Meeting the Challenge of Goliath

A well-targeted aggressive offensive is advantageous to competing against "the big guys"--the giant marketers. In this program, Sam discusses how to mount such an offense.

Knowing your opponents well enables you to execute light-footed maneuvers to enhance your opportunities in today's competitive environment.

Increase your strengths and minimize your weaknesses by utilizing the unique proactive strategies that Sam details. Adapt the innovative, how-to survive and thrive techniques. They'll instigate a focused approach. They'll solidify a plan of action. They'll provide you with powerful advantages to assist you beat the challenge of the giants.

QUESTIONS ASKED AND ANSWERED

How well do you know your marketplace competitors?

How have you adapted your competitors' strategies to your own advantage?

What unique niche do you own in the marketplace?

PROGRAM BENEFITS

- Learning how to loyalize customers.
- Discovering the techniques to increase your average sales and your bottom line profitability.
- Creating a memorable differentiated customer service "niche."

TAKE-AWAY VALUE

- Use newfound information to merchandise your store from your customer's perspective.
- Create an aggressive marketing approach.
- Adapt the strategy of the giants beneficially to your own situation.