



## Doing Business in a Small Community

By Jim Brown

### Short Description of the Presentation:

What does it take to be successful in the service business? In many cases, it's much the same as it is in the larger communities or suburbs. This is one of the few industries where you can get in your car, drive around town and see – first hand – your inventory of potential customers. Someone needs to take care of these potential customers. It might as well be you!

The money and business is out there but how do we get our share of it. This month, Jim Brown will share the secrets to recognizing the business opportunities that abound in your community. Your potential customers' want your services and they want to work with someone who they can trust.

### Key Points Covered:

You will learn:

- Have you asked your customer for their business?
- In order to have business, you have to be willing to buy it. Show them their problems.
- We need to advertise but we don't have time to devote to it. How do we deal with that?
- Your customers see over 50,000 brand impressions every day. Learn how to overcome this.
- Is it a discount? Or an investment?
- How to avoid feast or famine.
- One loud boom is not as effective as many mild explosions.
- You must have confidence in your services.

Get the details on these and more!