Creating Competitive Advantage: Give Customers a Reason to Choose You Over Your Competitors by William G. Flanagan

Answers Questions Most Can't Answer - An Unique Approach

Why should I do business with you… and not your competitor?

Whether you are a retailer, manufacturer, distributor, or service provider – if you cannot answer this question, you are surely losing customers, clients and market share. This eye-opening book reveals how identifying your competitive advantages (and trumpeting them to the marketplace) is the most surefire way to close deals, retain clients, and stay miles ahead of the competition.
The five fatal flaws of most companies:

• They don’t have a competitive advantage but think they do

• They have a competitive advantage but don’t know what it is—so they lower prices instead

• They know what their competitive advantage is but neglect to tell clients about it

• They mistake “strengths” for competitive advantages

• They don’t concentrate on competitive advantages when making strategic and operational decisions

The good news is that you can overcome these costly mistakes – by identifying your competitive advantages and creating new ones. Consultant, public speaker, and competitive advantage expert Jaynie Smith will show you how scores of small and large companies substantially increased their sales by focusing on their competitive advantages. When advising a CEO frustrated by his salespeople’s inability to close deals, Smith discovered that his company stayed on schedule 95 percent of the time – an achievement no one else in his industry could claim. By touting this and other competitive advantages to customers, closing rates increased by 30 percent—and so did company revenues.

Jack Welch has said, “If you don’t have a competitive advantage, don’t compete.” This straight-to-the-point book is filled with insightful stories and specific steps on how to pinpoint your competitive advantages, develop new ones, and get the message out about them.

Features:
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* Notes: Brand New from Publisher. No Remainder Mark.

Personal Review: Creating Competitive Advantage: Give Customers a Reason to Choose You Over Your Competitors by William G. Flanagan
As an entrepreneur I am constantly seeking knowledge in order to improve my business, resulting in customer retention and sales. Creating Competitive Advantage by Jaynie L. Smith definitely opened my eyes on how to differentiate my business without relying on price as the only
differentiator. Nowadays most businesses (at least from what I see) use the cost of their goods or services as the only selling point they have when marketing their products. But what they don’t know is that relying purely on cost is not going to make your business a success in the long run - at least that is what Creating Competitive Advantage sets out to teach you. And you cannot compare your business to the Wal-Marts of the world. They built that empire on cost as the advantage, and probably the only company in history that will last by doing so (or so we think). If you think you can catch up to what Wal-Mart achieved, then you need to wake up from your daydream and smell the roses - it is not going to happen.

So if we will never become the Wal-Marts of the world, then how do we compete with them? Well first, stop focusing on cost as your advantage. In order to compete with your competitors you must come up with competitive advantages that NO OTHER company possesses. Creating Competitive Advantage helps define what these competitive advantages are, and gives you insight on how to develop your own advantages that will set you apart from the rest. This small, to-the-point book definitely gave me the tools I needed to begin brainstorming on how to set my business apart from my competitors - especially those that already have established pretty dang good competitive advantages themselves.

Definitely a must read if you want that extra push to help your business grow, ESPECIALLY during these times. Why do you think a lot of small to medium size businesses have gone out of business? Well my only guess is that they didn’t do a good job differentiating themselves on why you should keep coming back to them.

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