



STRATEGIC PLANNING &
IMPLEMENTATION ASSOCIATES, INC.

Serving The Business Community Since 1971

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WIN OR LOSE—YOU CHOOSE!

By Karen Whitman, Partner

While business cycles up and down, you don't have to settle for whatever comes your way. You can choose the outcome for your business.

Too often business owners find themselves in a "box," which impairs their vision to the possibilities. They think, "I've always done it this way..." or "I'm not the only one experiencing problems in my industry....."

You have two choices:

You can sit there and *choose* to wait it out and increase the possibility that you will *lose*—your profits, your place in the industry, your business! It is easier to react than to act, but it doesn't help those sleepless nights or the size of your wallet.

Or—you can *choose to win* by changing your attitude, getting out of your chair and being proactive!

Let me share the story of a businessman – Peter - that I have known for the past four years.

Peter runs a successful distribution business. Among his challenges, he is faced with a very large ruthless competitor, gasoline costs for his fleet of 23 vehicles are skyrocketing, and he has employees with family issues that affect their work. Yet, Peter still has the best run, most profitable business of its size for his industry as compared with others in his buying group. He asked me one day, why I thought that was the case.

As a "fly on the wall" it was easy for me to see that Peter always strives to insure he never gets stuck in a "box." He has weekly staff meetings where they evaluate the pros and cons of all the facets of the business. They hold brainstorming sessions to look at the possibilities for change toward improvement. Peter's can-do attitude is contagious and his employees would follow his leadership to the moon! Incidentally, in this soft economy, his business is well on its way to the moon.

Peter knows there is *always* a silver lining to every cloud. In fact, he uses the gray clouds as the stepping-stones to the new opportunities, of which he has yet to take advantage.

Are your ads the same size and similar layout as your competition? What have you done to identify your "Unique Selling Proposition?" What makes you different from the competition? Is your attitude win or lose?

You, too, can choose to win just as Peter does every day. SPIA would be happy to help you look at the possibilities. A brainstorm session with a company such as ours that has no vested interest in your business could be the healthiest thing you do for your business this year. Let a call to us be the first step you take for the rest of your successful business life!

