

How To Compete Against The Big Guys And Win

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In your previous Success Marketing Strategy I started talking about how Bill Glazer's retail business has continued to thrive because of how he competes with the BIG retail chains through marketing. I would like to share with you one of the examples of the smart things he does with marketing & in fact, it's my favorite.

He very diligently makes certain that every customer that walks into one of his stores never leaves withOUT his sales associates asking them for their complete contact information (name, address, phone, email, etc.)

Now, depending on their spending, he communicates with them often. In fact, certain customers will receive from his store yearly:

- 18 mailings
- 4 personal calls from their sales associate
- 4 Voice Broadcasts
- 52 weekly emails

Now in marketing, this is what we call marketplace dominance. It doesn't matter how many expensive TV spots the big box retailers buy, they canNOT compete or make the impression that Bill's store makes with his customers.

As most of you know, now Bill teaches his marketing savvy to thousands of retailers worldwide. What separated him from all others? It's because he understands the overall importance of marketing.

You maybe asking yourself how can we apply a marketing idea that works in his retail business that has never been used in my business, how can we do those kind of things?

We find that that's what successful people are doing today. They are out there looking for and implementing great new marketing ideas.

In your next Success Marketing Strategy that will be arriving to you in just a couple of days, I will be sharing with you what else very successful people are doing. You are not going to want to miss this!!