

Running With Giants

How To Thrive In a Big Box World



Running With The Giants

By Glenn Davis

Running a small business is difficult enough without having to compete with the giant national and multi-national “big box” stores. How can your business survive and even thrive? You have dreams, dreams of providing for your family, dreams of working for yourself, dreams of helping people in your community, dreams... Can they be achieved or will the Giants crush them? You can reach your goals, you can make a positive difference for the people of your community, and you can be successful.

The key to success when you live in a land of giants is: Don't wrestle them! Instead learn to run with them. You can use them to your advantage. Remember, all the people who work for them add income to your community, a portion of that income could be spend with You! You just have to reach them in meaningful ways to show them how you can make their lives easier, better and or more fun.

I encourage you to print off this e-book. As you read through it, make inspirational action notes in the margins on how you are going to apply this valuable information to serve your community and grow your business.

Here are 7 ways you can run with the Giants.

[And there is a Bonus at the end which will take you even further. Don't miss it!]

1. People Buy From Those They Know, Like And Trust.

One of the great keys to success in business is personal relationships. Often your larger competitors are perceived as being large and impersonal. This can be a great advantage to you. Yes, people do look at price, but many people will pay more for the same product if they feel welcome and at home with those who serve them.

There is a saying - people like to buy, but they don't like to be sold. People need to feel that you are helping them make a decision not trying to force one on them...that you have their best interest at heart even if you don't get the sale.

Customer Service is, of course, a part of this but it goes beyond standing by your product or service. People need to like you and your staff. Depending on your personality, you may find this easy or hard.

Many businesses only think of this in terms of direct customer contact, i.e. when you see them in your store. Smile...be friendly...offer to help...

In truth, you can develop relationships with your customers AND potential customers long before you ever see them come through the door of your business. There are many ways of doing this. Being involved in community events or sponsoring local kids sports teams are good ways of doing this, but are also time and money consuming [and your Giants can outspend you].

With a strong contact management system and a growing list of customers and potential customers, you can easily keep in contact and build relationships. This is where many Giants fail - their email campaigns are flyers and sales pitches. You can be better...and while they probably pay thousands of dollars to do what they do you can do it easier and more effectively for as little as \$30 US a month.

That's right. With a push of a button you can easily and quickly send all your customers and potential customers Happy Holiday wishes for any and all holidays during the year, birthday wishes, video postcards, campaigns that show them how to use your product or service, relationship builders, promotions, specials and so much more.

Don't make the mistake of just sending promotions - although, of course, you want to do that too. Help them connect with you and your staff as people, neighbours...friends. Let them know a little about you and your staff, what you like about your community, events that you enjoyed. In other words, allow people to get to know about you [without, of course, compromising your privacy and security].

2. Big Boxes Stores Have Long Term Commitments And Head Office Policies Which May Make It **Hard To Adapt To Quickly Changing Situations.**

Your Giants get big discounts by purchasing in bulk and often they have contracts to purchase items 2 - 3 years in advance. This, indeed, gives them great prices, but can make them slow to react to changes in the market. And, of course, they are buying nation-wide and your local market may have specific desires and needs. I know of a company that sent an entire truckload of natural gas BBQs to a northern community that did not even have natural gas available...and it took up to year before their store could get the Head Office to take them back!

Take advantage of your smaller size and ability to adapt quickly to your local conditions to meet needs and desires that your Giants are not able to react to. Sometimes their Head Office only allots a set of amount of an item and they are not re-orderable. If it is popular you may be able to pick up sales buy ordering the item from your suppliers...

3. **Local Products.**

Sometimes the Giants have policies in place for buying from local vendors, but sometimes not. If they are unable to buy from local vendors or if the local vendors are disgusted with the amount of bureaucracy involved, you have the advantage of being able to supply quality local products. You can also use your contact management system to help build relationship

between your customers and potential customers and your local vendors. When they know, like and trust the vendor they will search for places that carry their products. And since you introduced them or, at least, promoted them...

4. Unique Products Of Quality And Value.

You are unlikely to beat your Giants on price...you never want to get into a price war with them. They could sell everything at a loss in your location for years without batting an eye.

One of the best things you can do is have similar products, but that are superior in quality or value. If you are in a position to produce some of your product[s] yourself, you have a unique advantage. When you create a demand for your own product, there is only one place people can go to get it...YOU. If that is not possible, try to have as many products in your mix that are not carried by the Giants. Let them draw customers into your area and then you redirect the customers with your unique or superior products.

5. Present Benefits Then Features.

When talking about your product or service be sure to lead with benefits and then follow up with the features. Benefits tell your customer what the product or service will do for them while features describe what or how it will accomplish it. If you can get people to desire the benefit of what you are selling, then you are already almost to the sale.

6. Take Advantage Of Their Ability To Draw Customers.

Let your Giants pay for the expensive ads and you draw the customers to your store. Be like the man who had competitors on both sides of him. The first competitor hung up a huge sign that stated, "SUPER SALE" and the second competitor put up a large sign reading, "ROCK BOTTOM PRICES." After a little thought our small businessman put up a big sign over his door that simply read, "ENTRANCE."

Your Giants are going to spend thousands, perhaps tens of thousands, on advertising. They are good at drawing people to their location. If you are located close by then you want to draw off some of this traffic with inexpensive signage showing the benefits of your product/service. If your Giant draws people from surrounding towns you can use Facebook ads to target people in that town with your service or product. They have already decided to visit your area because of Mr. Giant and you show them why they should visit you while they are in town. Inexpensive Facebook ads can also draw them to you even if you are not in the same location as your Giant. Be creative.

If you purchase the PLS Contact Management system you can also purchase a detailed course on Facebook advertising. If you will learn to do this correctly, it can be a gold mine for you. You can target your advertising to people by location, age, interest, income, profession and much more for as little as \$5 a day.

7. Know Your Customer.

Finally, you must know who you are marketing to. Your Giant's advertising is probably very general. There is a saying, "If you market to everyone, you are marketing to no one." Let your Giant throw a wide net. You focus on exactly the type of people who would be interested in your product or service. Take the time to write down exactly what your perfect customer would be like - how old are they? male or female? married or single? children or no children? Low income or high income? Sports fan or not? Be detailed. Then focus on them. If you want to reach more than one type of person, then write your perfect customer for each type you would like to reach. But each ad or promotion should only be directed at one type. With our Contact Management System you can easily send out different promotions to different types of people.

BONUS

8. The Show And The Substance

Most of the Giants have one design for their stores and everything is exactly the same in every store - although a few have a select of designs. This is an advantage for them because a customer can go into any of their stores in any community and find what they are looking for.

But it does offer you an advantage. You can customize your "show." Depending on the type of business, you can make it outwardly appealing to

your customers and potential customers. Do something to make yourself stand out and draw people in.

For example, my wife and I live in a northern community where it can hit -40 in January. For many years on our anniversary [which is in January] we would book a room at a special hotel. Why did we choose that one year after year? Because they had a tropical theme. They had an inside courtyard with a little creek flowing through it, little bridges and tropical plants/trees - some real, some fake. It was our little Hawaii when we couldn't afford the real thing. The rooms and price, etc. were just average but the "show" kept us coming back.

So what is it you can do for the "show?" Can you display local artwork? Can you have a theme which appeals to your community? Sometimes having a theme in line with your community works - a cowboy theme is a "country" community - sometimes having a opposite theme works - a tropical theme in a long winter community. Think about it. What is it that is going to attract people into your place of business? The Giants don't do this, but you can within the limits of your budget.

The "show" is to get people inside your doors, but you must have "substance" to keep people coming back. If the hotel above had had dirty rooms or super high prices no amount of "show" would have kept us coming back. Even though they were only average in other areas, the show was enough to keep us coming back. If you can impress your customers with your substance - availability, price, quality, customer service, etc. - then you have a winning combination.

9. Don't Criticize Your Giants

It can be tempting to criticize and “run down” your Giants - or any competitor. Don't get caught in that trap. For one thing, the frustration and bitterness will hurt you, not them. Secondly, if you are focused on being negative toward the competition it is hard to be truly positive about your own business. You can't be negative and positive at the same time. Thirdly, while you may get a few people to agree with you, generally people do not like to hang around whiners and complainers. They want to be around happy, encouraging people. You want to build relationship - make sure you are building them with the right kind of people. Fourthly, complaining doesn't hurt your competitors, but it does make you look small and petty in the eyes of those who hear you. That's not the image you want.

If you are out of something or don't carry what someone is looking for, don't be afraid to tell them your competitor has it. They will find out anyway and by genuinely helping them you build goodwill that will bring them back.

10. Be Positive

This goes along with #9 and is vital. Having a positive outlook on your business [and life in general!] releases your creativity and ability to search and discover solutions. As soon as you “go negative” your brains begins to shut down on possibilities. It stops looking, it rejects everything that comes along.

A great way to come up with great ideas from your positive attitude is to get a blank piece of paper, define your problem or challenge and then for 5 to

10 write down every solution you can think of no matter how foolish or far out they are. Don't judge them. Just write everything you can think. Let your mind flow freely. When you are finished you can laugh at the far out ones but somewhere in there is probably the key that will unlock the door and solve the problem!

You can run with the Giants and even use them to your benefit in many cases. Don't try to be them, be yourself.

In some of the above Running With Giants helps I mentioned using a contact management system. One of the best and most useful systems is called Power Lead System [PLS]. Its creators have been designing systems for over 18 years and have sold systems to large companies for over \$10,000. All their experience and great ideas have been put together in PLS and is now offered you at a tiny fraction of the cost others have paid.

You need "power leads" for new customers as well as maintaining contact with current customers. With Power Lead System you can build relationship by staying in contact with your customers even when they are not in your store. You can build relationship by sharing little incidents in your life, giving them insight into how to best use your products or service, letting them know when new stock is in or you have specials. By using inexpensive advertising [like Facebook], you can reach out to new customers, send them personalized automatic emails introducing you and your staff, your products or services, give advice or hints on getting the best out your products, let them know why you are different and why they should shop with you. This should lead to increased customer flow, sales and profit!

With the Power Lead System you receive:

- Unlimited Lead Capture Pages - design as many different pages as you want for different products, different customers or just to test different advertising messages. This gives you the ability to build a list of customers and potential customers and by knowing which people were interested in specific products you can tailor your advertising to them specifically, increase sales and profit inexpensively.

- Unlimited Sales Pages - design as many sales pages as you like and/or have your Lead Capture Page redirect to a page on your company website. With sales pages you can promote a specific product or service immediately to someone who filled in your Lead Capture Page. Present them with your product or service while they are intensely interested. Need them in your store and not an online sale? Tell them to print off a coupon from the page and bring it in within the next 3 days to receive a special prize or discount. A time limit forces urgency and action. Because you are totally in control of your system you can change your pages at any time to promote whatever meets your current needs.

- Unlimited Autoresponders - set up as many autoresponders as you want. Autoresponders are a series of emails which automatically go out as soon as someone fills in your Lead Capture Page. This is powerful way to build relationship with your customers and potential customers to get them to know, like and trust you...and it involves very little work on your part. Decide what you want your autoresponder to do for you [and you can have a different autorepsonder for every Lead Capture Page or you can use the same one multiple times]. I suggest you build one that introduces you and your staff - each email could feature a different person, some of their interests and community involvement, why they like your business, etc. You

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could also send out a series of emails with tips on how to use various products you represent and the benefits of those products. Spend the time to write it once and the rest is automatic. The point is you want people to connect with who you are and what you do. Your autoresponders could be anywhere from 1 email to 50. You can send them automatically every day...or every week...or once a month...You are in control and you are not paying hundreds or thousands of dollars to a webmaster who may be too busy to do what you want when you want it.

- Unlimited Floating Lead Capture Pages - Put a Lead Capture Page over a website you own or any website. This is a neat feature that can lead to great benefits if you already have a website. How many people visit your website? [If you don't know, you should.] Of those people how many give you their name and email? Probably not many. With a Floating Lead Capture page you can offer them a reason to give you their email before they get to your site. If they are not interested, they can quickly close the window and be on your site. What this will do is take maximum advantage of the traffic you get to your website allowing you to connect with them and get them to know, like and trust you which in turn will increase your ability to serve and earn profits.
- Unlimited amount of names in your list. Some contact management companies charge you by the amount of names on your list. As you build your list, this can become quite expensive. Power Lead System allows you to have an unlimited amount of names on your email list saving you money no matter how large you grow your list.
- Send up to 30,000 emails a month at no additional cost, which is more enough to meet the needs of most small business. With PLS you do not have to worry about surprise costs being

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tacked on. Build your business with peace of mind and fixed costs.

- Send as many Broadcasts [one time emails] to your list as you like. This is great if you have new stock that just came in, want to promote a product or sale, feature an employee, announce a community event that you are involved in, etc. Just write up an email and sent it to either your entire list or just selected categories. Keep your customers and potential customers in touch with your business to increase sales. It will probably take 5 minutes of your time from start to finish...but what a rich reward could be yours!

- Sort your list into as many different categories as you like - new customers, potential customers, customers who like or who have bought certain products, customers with small children, customers with teenagers, etc. - anything and everything that makes sense with your business. You can then email all your lists or only certain categories to have maximum effect with your advertising.

- Automatically send out holiday greetings to your entire list - Wish them a happy holiday and remind them of what you have to offer. This will keep your name in their minds and help build the know, like and trust relationship. You can set it up once and have it go out year after year or you can go in and edit it every time to make it relevant to what you are doing at the moment. You can even send it out in advance of the holiday to promote holiday sales.

- Complete training on using PLS and how to market. PLS has detailed video training on every aspect of using the system and marketing. Plus, if you need a helping hand, you can always contact me. I am happy to help.

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- The ability, if desired, to purchase additional indepth training on using inexpensive Facebook ads to reach specific groups of people in your marketing area. This training is only available to PLS members. Facebook - with a billion users - can be an effective, inexpensive advertising platform whether you are trying to reach your community only or the world or anywhere in between.

- And Much More...

- Cost? Only \$30 US a month - start with a 7 day FREE trial just to test it out - Let your giants turn green with envy!

In these times if you are to grow and prosper, you must have some Internet presence. This is especially true if you are running with Giants. Many businesses pay thousands of dollars for websites that are nothing more than fancy business cards. You can be way ahead for less than a cup of coffee a day...

You can check Power Lead System out here to push your business forward. Watch the "Hangout" if you like or just click the buttons below for further information. Start with a 7 day free trial to try this system out and see how it will work for you. You have nothing to lose and some Giants to surprise...

Go To: <http://hangout.team-everyone-wins.net/>