

## Use Business Tactics to Stand Out...

When you are looking for that special edge, some kind of advantage over the other businesses in your area, or your niche, learn how to employ specific business tactics to achieve your goals. Remember that flexibility is everything in business and particularly in this industry and the entrepreneur who is able to innovate will rise to the top.

It's important to understand that traditional advertising and promotions have limitations and that it is often necessary to employ customized business techniques if you are trying to penetrate a specific market. For example, if you are skilled at creating beautiful wooden pieces, and you can produce high-end furniture or accessories, you shouldn't target low-income customers who can't afford your pieces. Instead, you can create a marketing campaign aimed at high earners.

Direct marketing should be used to supplement any bread-and-butter marketing operations that you have in place. Always remember that you should never classify your business as run-of-the-mill and should be prepared to use a variety of business tactics to broadcast why you are different from other carpenters or wood workers.

If you are considering direct marketing as one of your business tactics, try putting together a personalized letter and distributing this to strategic groups. For example, you could use the online yellow pages and search for professionals that you know make a lot of money: lawyers, doctors, architects, etc. are good target professions to capture affluent people with money to spend.

If you are thinking about employing specially designed business tactics, make sure that you always have the edge on the competition. You should always keep things fairly close to your chest when planning your programs and only communicate your ideas with those whom you know you can trust.



There are many of creative ideas that you can implement to give your business a boost if sales are flagging or if you are approaching a traditionally quiet time. For example, you can send printed or online photos of your latest projects to your prospective customers. Try introducing an element of excitement and curiosity - this type of promotion is known to be successful.

Before you embark upon a program of business tactics, be sure that your operation is ready. You need to maintain a high level of customer service and employ only the best materials and craftsmanship that you can get. Ensure that your standards are very high or there is no point in being aggressive, as direct marketing will hardly benefit you if you are driving traffic through an inefficient operation!

Don't forget to do your research, ask questions, and contact online resources if you have any marketing issues specific to your small business. Help is just around the corner.

Happy selling,  
Jose L Riesco  
©Riesco Consulting Inc.  
[www.Twitter.com/jriesco](http://www.Twitter.com/jriesco)

