

# HOW TO BUILD A MULTI-MILLION DOLLAR BUSINESS

*Your Step-by-Step Marketing Roadmap*

## CREATING YOUR MARKET DOMINATING POSITION



**Part  
One**

# CREATE YOUR MARKET DOMINATING POSITION

## PART 1

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# INTRODUCTION

This presentation will help you learn how to establish a market dominating position for your business.

The majority of small businesses are established in response to market demand for a product or service. Many build their businesses by serving that demand and enjoy growing profits without putting much effort into long-term planning or marketing.

However, what happens when that demand slows or stops? What happens when the competition sets up shop with a “new and improved” version of your product down the road? How do you keep your offering fresh while growing and maintaining your client base? The answer, Innovate your business and offer extraordinary value by creating a “market dominating position.” Consider this.

Every choice you make when buying a product or a service represents a point of differentiation between one company and their competitors. These differences, whether subtle or distinct, determine which customers will buy what they sell.

Consider the well documented case of Domino’s Pizza. Why did Domino’s become a billion dollar behemoth in an overcrowded market in just a few years? Did Domino’s make the best pizza? Not even close! Did they offer comfortable in-house dining? No way! Did they offer the largest selection on their menu? They offered the exact same pizza as ALL of their competitors!

They dominated by adopting and implementing one major strategy. They created a market dominating position, which was fast hot pizza, targeted specifically for hungry college kids.

**NOTES:** *(click below to add)*

## INTRODUCTION

So now ask yourself what, if anything, makes your business different from your competitors as perceived by your targeted prospects and customers? For the vast majority of businesses that answer is price. So then consider today's top selling companies.

Nike offers a wide range of shoes, apparel and equipment products, all of which are currently among the best sellers globally. As an example, the top selling Air Jordan 3 is currently selling for \$150 and up. And yet, Target sells an excellent imitation for around \$40, but Nike outsells them by more than ten to one.

Have you bought a cup of coffee lately at Starbucks? According to their latest data, their typical customer spends between \$3.50 to \$4.00 on every visit. That's around four times higher than any of their competition.

Obviously, low price isn't the driving force here. So what is? The answer, these top selling companies have staked out a specific and targeted market dominating position. For Nike, their position revolves around being the best athlete, being hip and in style along with the perception of quality. For Starbucks, it's delicious hand-crafted beverages which they claim is the secret to making life better.

When you create your own market dominating position, you will consistently get businesses and individuals to choose your business over your competitors.

But what exactly is a "market dominating position?" It's simply any value-added customer perceived benefit, or a combination of benefits, that differentiates you from your competitors; and does so in a strong enough manner that it makes your business the logical choice in the minds of your prospects and customers.

**NOTES:** *(click below to add)*

## INTRODUCTION

As an example, a dry cleaner that offers pick-up and delivery would be the only logical choice for any prospect or customer that values convenience. This simple distinction represents a market dominating position.

The key is to create added value in everything you do. Prospects and customers DON'T buy based on price. They buy based on the value they receive for the price they pay. Creating added value is a marketing or customer relations strategy that can take the form of a product or service that's added to your original offering for free or as part of a discounted package.

Like all other elements in your marketing toolkit, it's designed to attract new customers and retain existing ones. Another simple example of added value would be a gift shop owner that offered complimentary gift wrapping with every purchase.

If you don't revisit the value you offer, then over time your customers will be drawn to your competitor who consistently innovate their business so they offer exceptional value that you don't. Ultimately, your customers will demand additional value to remain loyal – and they're the keystones for your business growth.

Everyone can add value to their business. And adding value doesn't have to blow your marketing budget or take up hours of your time. There are many ways to enhance your business in the eyes of your clients.

**NOTES:** *(click below to add)*

## INTRODUCTION

The key to adding value is determining what your customers and target market perceive as valuable. You must understand their needs, wants, troubles and inconveniences in order to entice them with solutions through added value products or services. Adding value will also add to your profits, but if you don't focus on genuinely helping your clients you'll have a difficult time attracting them.

Added value works for both product and service-based businesses. If you offer a service like hairstyling, try treating your customers by offering them a latte while they wait, or complimentary shampoo samples or a free conditioning treatment with every sixth visit. If you sell a product, consider offering convenience services like free shipping or delivery to make the customer's experience a seamless one. The customer will feel appreciated and their needs will have been taken care of.

**NOTES:** *(click below to add)*

## DIFFERENTIATING YOUR BUSINESS FROM YOUR COMPETITORS



### CREATING A MARKET DOMINATING POSITION INVOLVES A FIVE STEP PROCESS.

**Step number one, determine your strategic position in the market.**

What specific niche market or segment of the marketplace should your business focus on? Determining this involves combining the skills your business has with the unmet needs of your targeted prospects and then designing your product or service to fulfill those needs.

Domino's strategic position was "fast hot pizza for hungry college kids." For Starbucks, "delicious hand-crafted beverages that makes life better."

**NOTES:** *(click below to add)*



## DIFFERENTIATING YOUR BUSINESS FROM YOUR COMPETITORS

### **Step number two, determine your primary market dominating position.**

This is the most dominating advantage that separates you from your competitors. Domino's claimed it could deliver its pizza in 30 minutes or less, or they would give it to you for FREE! This was the primary advantage that met the needs of their newly defined market position – hungry college kids that wanted food fast.

### **Step number three, determine your supporting business model.**

How will you specifically deliver what your strategic position and primary market dominating position promises? What changes, if any do you need to consider making to your business to ensure you deliver consistently on your position and your promise?

Domino's built a supporting business model that enabled them to consistently provide their promised primary advantage, which was fresh hot pizza delivered within 30 minutes. To make good on this promise every time, they were forced to create a supporting business model where they built low-cost, plain vanilla stores strategically located near college campuses.

And since college kids aren't the most reliable workers on the planet, they were forced to hire additional delivery staff and have additional drivers on a stand-by basis. Together, these innovations allowed them to consistently meet and often exceed their primary market dominating position.

**NOTES:** *(click below to add)*





## DIFFERENTIATING YOUR BUSINESS FROM YOUR COMPETITORS

### **Step number four, determine your secondary market dominating position.**

What additional competitive advantages does your business offer that your customers will perceive as being different from your competition? Domino's secondary benefits might include special pricing, assorted sizes, a much broader selection of toppings or additional menu items.

### **Step number five, create your market dominating position statement or elevator pitch.**

This is a simple statement you can create by combining steps one through four. This helps you to state unequivocally what differentiates you from your competitors to your targeted prospects and customers.

Domino's market dominating position is neatly summed up in its slogan, "fresh hot pizza delivered in 30 minutes or less, or it's free." An expanded version of this might say: "Domino's provides busy customers with fresh hot pizza and other food items within 30 minutes or less. Our assorted pizza offerings combined with our value pricing makes Domino's affordable to everyone."

This presentation will focus on helping you to define your market dominating position and then we can help you create a powerful and compelling elevator pitch that will effectively communicate your value to your marketplace.

**NOTES:** *(click below to add)*

## SEPARATE YOUR BUSINESS FROM YOUR COMPETITION.



After reviewing them, select the one or ones that best fit your individual business.

**Category number one involves the level of service you provide.**

**There are a total of six different areas where you can add value when it comes to service.**

**The first area is typically one of the most important to prospects convenience.** In today's hectic world, the one thing most people value more than money is more time. How else do you explain the dramatic increase in "convenience stores" that typically charge 40% or more for the "convenience" of shopping there?

**NOTES:** *(click below to add)*



## SEPARATE YOUR BUSINESS FROM YOUR COMPETITION

Few of us have our oil changed at the dealership where we purchased our vehicle. Instead, we visit the local neighborhood oil change specialty shop because it's more convenient. These shops have grown exponentially because we no longer feel we have the time or the energy to drop off our car at the dealership, secure a ride home while the service is performed and then arrange to pick the vehicle back up. The lure of the local oil change shop is based on convenience.

Anything you can do in your business to increase your customer's convenience will create a market dominating advantage.

**Here are six areas to consider where you can provide more convenience.**

**First, your location.** Although this is probably the best way to provide convenience, for the vast majority of businesses, changing locations isn't an option. However, a great location is certainly a secondary market dominating position.

For a fitness center located near a major residential area, location is certainly their primary market dominating position.

**Second, availability.** Your customers want to do business on THEIR schedule, not yours. Ask yourself what you can do to make your business more available including extending the hours or the days you're open for business.

**NOTES:** *(click below to add)*



## SEPARATE YOUR BUSINESS FROM YOUR COMPETITION

For example, five years ago the majority of health clubs were open from 8am until 7pm Monday through Saturday. Today, the vast majority are now open 24 hours seven days per week. The ones that have resisted this schedule are struggling to survive in this extremely competitive market. Same thing with supermarkets and convenience stores. We want to shop when we have time, not when the store thinks it's convenient for us to shop.

Please remember these are just suggestions for you to consider. You need to evaluate your customer's needs to see if this is a viable option that will produce a positive return for making your business more convenient. You should also test different hours of operation to see what works best for your business from a financial standpoint.

If you're a financial planner, would changing your hours to include Saturday mornings or Tuesday evenings help your clients that work Monday through Friday?

If your business involves your customers dropping something off to you, then consider offering something as simple as a drop box. How long would a customer patronize a video store that didn't offer one? Many businesses rely on drop boxes as an integral part of their business such as rental car companies, photo finishing, dry cleaners, container shipping, auto body shops that ask you to leave your keys after hours in a key box and so on.

**The third area involves the ordering process.** Ordering should be easy. If ordering is typically a headache for your customers then solving this problem can help you to establish a powerful market dominating position.

**NOTES:** *(click below to add)*



## SEPARATE YOUR BUSINESS FROM YOUR COMPETITION

Have you ever attempted to contact a business where it was all but impossible to speak with a real live human being? Instead, you're routed through a maze of automated voice mail messages asking you to select an option that has nothing to do with the reason you're calling.

This is not only frustrating to the customer, but it immediately creates enough animosity emotionally to compel this customer to take their business to a competitor.

In contrast, the business that makes ordering convenient by providing easy access to menus with a live operator option, or the ability to conveniently order online becomes the logical choice for most customers.

**A fourth area to look at involves delivery.** When providing your customers with a more convenient location isn't an option, then the next best thing you can do is to bring your product or service to the customer. There are now businesses sprouting up that specialize in delivering local restaurant items directly to your home or office.

All that's required is for you to call an 800 number and place your order from one of 30 local area restaurants. The service then delivers the meal and charges a set fee that's typically 50% to 100% higher than patronizing the restaurant in person. This further emphasizes the fact that people consider convenience to be more valuable to them than money.

Dry cleaners are now using delivery to dramatically increase their revenue and profits. They now offer to come to your home on a specific day and time to pick up your dry cleaning and then deliver it back to your front door when they complete the job.

**NOTES:** *(click below to add)*



## SEPARATE YOUR BUSINESS FROM YOUR COMPETITION

One area involving delivery that's now growing by leaps and bounds is mobile services. This is where the business comes directly to your location to perform their services. Home decorators now offer "shop at home" service. The decorator comes to the customer's home loaded with samples and swatches.

This is not only more convenient but it also enables the decorator to perform a consultative type sale by helping the customer select colors that match their home and their lifestyle. This type of personalized approach often leads to dramatic increases in conversion rates, but more important, it often takes price out of the equation.

You see ads on TV everyday for window replacement services for your car where the technician comes directly to your location and puts in your new window instead of you having to bring the vehicle to them. Commodity businesses like this one should attempt to use mobile services whenever possible. Adding convenience into your mix can easily position your business as the logical choice.

**The fifth area to investigate involves payment terms.** If your competition doesn't offer any type of financing options, you can differentiate your business by offering payment terms over 30, 60 or 90 days. Offer multiple payment options such as a "three easy payment plan."

Did you know that the latest research shows that a product or service that typically sells for \$39.95 can be sold for twice that price by offering the customer a two-payment option where they pay \$39.95 at the time they place the order and then an additional \$39.95 in 30 days?

Although this is a 100% increase in price, it only decreased the order rate by 17% versus offering the product at the original \$39.95 price point.

**NOTES:** *(click below to add)*



## SEPARATE YOUR BUSINESS FROM YOUR COMPETITION

Consider accepting credit cards if you don't currently accept them. This alone can increase your sales by as much as 80%. How would you feel if you had to pay cash every time you filled your car up with gas, or had to make an emergency run to the store?

**The sixth and final area to consider involves miscellaneous services.** What additional services do your customers consider to be important? If your business attracts parents with small kids, consider offering child care services while the parents shop or take care of business.

How much more pleasant would it be for everyone if restaurants offered a separate and secluded child care area professionally supervised and loaded with games and toys? Do you really think that parents that show up with noisy kids really enjoy doing that? Do you think they would relish a quiet hour to have an enjoyable kid-free meal that evening? And do you think that ANY restaurant that offered this one-of-a-kind service would literally dominate their market, practically overnight?

What about the local bank? How often do busy parents have to drag little Sally or Johnny into the bank and spend their entire time trying to corral the kids instead of taking care of business? If your business requires parents to evaluate their purchase decision, such as buying furniture, a new computer or clothing, or requires a lengthy transaction time or office visit, such as the dentist, doctor or health club, then having a child's play area can be a huge area of differentiation.

So consider these six areas when looking for ways your business can provide more convenience.

**NOTES:** *(click below to add)*





## SEPARATE YOUR BUSINESS FROM YOUR COMPETITION

**The second of six areas where you can add value when it comes to service is speed.** In today's fast-paced society, speed and convenience are becoming major players in our customer's buying decisions. Find opportunities here you can exploit and your business can quickly dominate your market.

Ask yourself if receiving your product or service faster is of major importance to your customers. When someone buys a home, they want a mortgage company who can provide them with a guaranteed loan approval as quickly as possible. Most mortgage brokers take weeks to do this, so if you could offer it within 48 hours, that would be a market dominating position.

If you're a retailer, an express lane at your checkout counters would be of major benefit to select customers, especially those who only need to purchase a few items. Grocery stores, airlines, rental car companies and other businesses that offer frequent purchase benefits find express checkout to be a major incentive to prospects who value speed.

**The third of six areas where you can add value when it comes to service is education and training.**

Prospects and customers today value education and training as much as they do value and price. They want to take advantage of all the benefits your product or service can offer them and they know that education and training can help them accomplish that goal.

Small business owners can instantly compete against major corporations by offering special and targeted training to their customers when the major corporation fails to provide it. This is especially true if you're selling a commodity type product or service where application knowledge is required.

**NOTES:** *(click below to add)*





## SEPARATE YOUR BUSINESS FROM YOUR COMPETITION

Home Depot has created a market dominating position by hiring former contractors and tradesman to provide professional advice, tips and tricks when it comes to building and remodeling. They give detailed advice on the best ways to complete certain projects. They also teach classes on various different building skills for the do-it-yourselfer. If you're a novice that wants guidance on your next remodeling project, then Home Depot becomes the logical choice.

Think about Christmas time. When was the last time you bought anything that said "no assembly required?" It seems as though every product we purchase these days requires us to assemble it or download something into it. Your computer, your kid's bike or swing set, your backyard barbecue grill and of course, your iPhone. Look at the number of apps offered for downloading today.

The instructions that generally accompany these items are terrible. They should be labeled as "impossible to interpret." In fact, by the time you actually assemble the item or download the software you're so frustrated that you vow to never buy the product again!

But what if these products all came with step-by-step instructional videos that described each step of assembly in vivid easy-to-follow detail? Or, offered you a toll free number to call for immediate assistance? It used to be that when your computer went of the fritz you were forced to lug it to the nearest computer service center where it sat for a week before the technician could even begin to look it over.

**NOTES:** *(click below to add)*



## SEPARATE YOUR BUSINESS FROM YOUR COMPETITION

Now they can have you download software in less than one minute that allows them to fully access your computer from their office, do an instant analysis of what's wrong, and in most cases repair it on the spot. By educating me that they provide this service, and their competitors, don't is enough to give them a major market dominating position. And this doesn't just apply to product providers.

Service providers can apply this exact same strategy to not only attract new clients to their business, but to help reduce their annual attrition rate. An accountant, a CPA, a bookkeeper or a financial planner could offer to go to their client's offices and help set up their accounting and bookkeeping system and then organize everything for FREE. This type of offer would create a huge influx of new clients and often results in a 50% reduction in client attrition rates.

To emphasize the importance of this, look at the financial impact this produces. Let's say the typical accountant averages 250 clients paying \$1,000 each per year. Let's also say they lose an average of 25 of these clients annually, and our accountant offering this free service loses only 12 clients. This equates to \$65,000 in additional profit over a five year period.

Now ask yourself this. If your accountant offered this outstanding service for free, would you be compelled to tell other business owners you know about them? Of course you would. If this value added service resulted in an additional 50 referral clients, that adds another \$250,000 in profit over 5 years. But we're still not done.

**NOTES:** *(click below to add)*



## SEPARATE YOUR BUSINESS FROM YOUR COMPETITION

The accountant is now at the client's office providing this free service. How difficult would it be while setting up their entire system to show them additional areas where the accountant can help them add additional revenue? Perhaps by helping them expand their product or service offerings through joint ventures or strategic partnership endorsements, these businesses would gladly pay the accountant to help them execute these new strategies. This could easily add an additional \$50,000 in profit to this accountant's bottom line.

So, this accountant has easily increased their profits by \$365,000 just by offering a free service along with their standard services. And what did this actually cost the accountant to execute it? If 50% of their original 250 clients took them up on this offer annually, that would represent 125 clients.

Most accountants charge on average around \$100 per hour for their time, and this free service would typically take an accountant 2 hours per client. At a cost of \$200 per client times 125 clients, this entire service would have an indirect cost to the accountant of \$25,000. So, there is easily a \$365,000 potential upside which indirectly costs the accountant maybe \$25,000 if half their clients took them up on this offer.

If your business involves a particular level of technical expertise or the application of individual skills, this is a powerful value added service. This could easily apply to a printer that provides graphic design and copy expertise, a lawn maintenance contractor that specializes in Botanical Gardens or a business that employs Spanish-speaking staff in an area with a high concentration of non-English speaking Hispanics.

This implies that your business provides targeted expertise and you simply need to inform your target market that you have it.

**NOTES:** *(click below to add)*



## SEPARATE YOUR BUSINESS FROM YOUR COMPETITION

**The fourth of six areas where you can add value when it comes to service is to completely remove all potential purchase risk to the prospect.**

100% money-back guarantees and generous return policies are quickly becoming the norm in most industries. However, look at your industry closely and if you find that none of your competitors offer a 100% money back guarantee, then you have the opportunity to make your business the only logical choice by doing so.

Nordstrom has created a world-class reputation around their no questions asked guarantee. Knowing that you can take anything back, for any reason and at any time if you're not completely satisfied eliminates any risk of purchase. Why would anybody purchase the same item at the same price from another store?

It's important to keep in mind that your return rate represents a scientifically calculated risk for your business. Return rates become a constant over time and will seldom vary by more than a few percentage points one way or the other. This ensures you will know your exact cost when offering your guarantee.

**The fifth of six areas where you can add value when it comes to service is quality.**

Although quality is a vague term, it can be a powerful differentiator. Think of quality as the perceived benefit received by the customer. Papa John's Pizza's market dominating position is substantially different from Domino's.

**NOTES:** *(click below to add)*



## SEPARATE YOUR BUSINESS FROM YOUR COMPETITION

Since Domino's focus was on hungry college kids that wanted pizza fast and cheap, they focused on providing low-cost pizza that used lower quality ingredients such as canned sauce, imitation cheese, lower quality meats and vegetables and so on. Papa John's focused on providing only the finest ingredients and a special recipe crust. Both businesses use the exact same methods for making a pizza, but Papa John's carved out a targeted niche that made them the logical choice for people seeking better quality pizza.

**The sixth and final area where you can add value when it comes to service is security and safety.**

With Internet scams and online fraud making headlines daily, not to mention overall crime rates at all-time highs, security and safety have now entered into the decision making process for most prospects when it comes to purchase selection. If your business is located in a less desirable neighborhood or you deal with children or the elderly, ask yourself what steps you can take to make your prospects feel totally safe.

A store in a less desirable part of town could hire a security guard or provide access to a secure parking lot. These additions can differentiate you from your competitors that offer no additional security services.

A building contractor or home remodeler could point out to their clients the fact that most, if not all, contractors hire sub-contractors for a major portion of the work they perform. The homeowner could then be made aware of the fact that in the event the contractor fails to pay their sub-contractors in full, the sub-contractor can attach a lien to the client's home and legally prevent them from selling or even refinancing the home.

**NOTES:** *(click below to add)*



Most homeowners are completely unaware of this legal landmine, and believe it or not, this type of event happens frequently in the remodeling business. By offering a lien waiver signed by ALL of the sub-contractors as part of the contractor's service, the contractor can provide a powerful and compelling market dominating position that could skyrocket their business.

Be sure you consider these six areas when it comes to service as a way to add massive value and create a market dominating position for your business. This completes category number one involving the level of service you provide. We still have two additional categories to cover.

**NOTES:** *(click below to add)*

## THE SECOND CATEGORY INVOLVES SELECTION



Back in its heyday, Blockbuster dominated the video market by stocking more hit movies than its smaller competitors. A larger selection of movies and a larger inventory of new releases meant a customer had a much better chance of finding the movie they wanted at Blockbuster than they did at their local video store.

Blockbuster created a market dominating position where they guaranteed that new releases would be available whenever their customers wanted to rent them. Unfortunately for Blockbuster, the convenience factor we discussed earlier quickly came into play. Never forget that convenience is a primary consideration for most prospects. In Blockbuster's case, it simply isn't convenient to constantly make trips back and forth to their local stores to pick up and return movies.

**NOTES:** *(click below to add)*





## THE SECOND CATEGORY INVOLVES SELECTION

Netflix duplicated the Blockbuster model for selection and then added the convenience of never having to leave your home to rent a movie. The results speak for themselves.

Blockbuster went from six billion dollars in total revenue in 2004 to bankruptcy in 2010 while Netflix went from five hundred million to two point two billion in revenue in that same time frame, and it's still going strong. In Netflix's case, all they had to do was match their competition in the area of selection, and innovate in the area of convenience.

Selection can include different models, shapes, sizes, styles, colors and so on. Just look at the computer, mobile phone or PDA markets. For years you only had a single color choice. Now, you have your choice of multiple colors and prospects are responding, especially teenagers.

If you're a retailer, offering greater selection may be as simple as combining different products or services to create a bundled offer. What combination of products and services will appeal to your various customer groups? Joseph A. Bank specializes in men's apparel. They're masters at offering bundled packages to increase their customers' purchase amounts.

Their TV ads proclaim that you can buy one of their suits at regular price and receive a second suit and 3 dress shirts for free. Since they offer a huge selection of styles and colors, this type of promotion always draws a big response.

**NOTES:** *(click below to add)*



## THE THIRD AND FINAL CATEGORY IS PRICING



If price represents your market dominating position, you're settling for low profit margins at best. Never forget that prospects buy value, not price. If you fail to convince a prospect of your value proposition, you can cut your price in half and you still won't get the sale. Research shows that only 14% of prospects buy strictly on price. However, if you combine price with other market dominating advantages, then price can be a compelling tool.

**Price can be used to differentiate your business in three ways.**

**First, single or fixed pricing.**

Businesses that can differentiate themselves by offering a set price are those that charge by the hour, the unit, the number of services they provide, the amount of food eaten or the number of products used.

**NOTES:** *(click below to add)*



## THE THIRD AND FINAL CATEGORY IS PRICING

All amusement parks used to charge for individual rides. Now they charge a general admission fee with unlimited rides. Bowling alleys now offer unlimited bowling for a fixed fee. Ryan's, Golden Corral and Hometown Buffets continue to offer all you can eat meals for around \$10.

Fixed pricing can be used for most businesses to establish a market dominating position when you use a little imagination. For example, an attorney charges a flat fee to handle traffic violations, court appearances as well as divorces.

A pest control company could charge a set annual fee where they agree to exterminate your home every 3 months and provide unlimited service calls if the pests return.

A golf course could partner with other local courses and they could all agree to sell "memberships" at a fixed price that gives unlimited access to all the courses for the year.

You can also use fixed pricing on a per visit or per season basis. For example, a tanning salon could offer unlimited tanning sessions during the summer months, or a movie theatre could offer unlimited admission to all of its shows with the purchase of a day pass. They could offer this during their slowest day of the week as a way to increase attendance as well as revenue.

**NOTES:** *(click below to add)*



## THE THIRD AND FINAL CATEGORY IS PRICING

**The second way price can be used to differentiate your business is by increasing or decreasing the price you charge.**

Prospects often judge the quality of your product or service by the price you charge. A price that they perceive to be extremely low instantly sends off warning bells in their decision making process that this must not be a high quality product or service. Believe it or not, businesses can actually raise their pricing and instantly reposition their product or service to give it the perception of being the superior choice without changing anything else.

This is especially true on products and services that we know very little about. Gold is often considered a lucrative investment. And yet I guarantee that if I ran an ad offering a one ounce Krugerrand gold coin worth two thousand dollars for twenty bucks, I wouldn't receive so much as one serious inquiry.

No one would think that ad was serious based on the price alone, even if I happened to be an eccentric millionaire looking to make the world a better place. For most prospects, price indicates quality.

Take wine as a prime example. Someone buying wine as a gift may assume the more expensive wine must be better. And yet in a recent survey the results concluded that people could only tell the difference between cheap and expensive white wines 53% of the time, and 47% of the time for red wines. In other words, it's about the same percentage as if they merely guessed.

**NOTES:** *(click below to add)*



## THE THIRD AND FINAL CATEGORY IS PRICING

And yet most people would be ashamed to bring their host a \$6 bottle of wine versus the \$50 bottle, even when the \$6 tastes as good or better. In fact, when it comes to the majority of products and services we purchase, we gladly pay more for name brands versus the generic versions.

Cheerios is one of the top selling breakfast cereals in the world. It's made from whole grain oats and sells for close to four dollars per box. And yet every grocery store on the planet offers their own store version of this cereal that is identical in every way to Cheerios for less than half the price. Consider testing specific items or service packages to see if this works for your business.

As an example, if you're a business coach you may be perceived as more valuable if you charge \$250 per hour instead of your standard \$125. This can be validated quickly by testing the price change and gauging your prospects reaction. You can always down-sell them to the lower price if necessary.

**The third way price can be used to differentiate your business is by offering small value added services.**

There are always customers that will gladly pay you a little extra to receive a higher level of service. If you believe this may apply to your business, you may want to think about raising your service level along with your pricing.

**NOTES:** *(click below to add)*



## THE THIRD AND FINAL CATEGORY IS PRICING

Consider the airlines today. They now charge you for everything from baggage fees, pillows, blankets and even beverages. Southwest Airlines however still provides all of these complimentary. They even allow you to check two bags for free, and this is on top of them consistently offering the lowest price in the airline industry. They are also the only airline who has made a quarterly profit every quarter except for one in the last 40 years.

Value added services don't require you to make huge investments to execute this strategy. It's often the little things that make the biggest difference. Just training your staff to greet your customers in a pleasant way and calling them by their name may make all the difference in the world. Offer them a complimentary cup of coffee or bring in bagels once a week. Find a way to give your customers something they value.

**NOTES:** *(click below to add)*



As you can see, service, selection and price make up the three categories that will enable you to separate your business from your competition.

Use the examples provided to help you find your own market dominating position for your business. Once you do, you can create your “million dollar message.” This is referring to your powerful and compelling elevator pitch, which is the way you want to communicate your market dominating position to your target customers.

To create this message effectively, be sure you watch the two videos titled How to Create a Compelling Message Your Market Will Respond To, as well as How We Create Your Elevator Pitch Using Our Four Part Process. Together, these two videos will help you create, design and develop your very own million-dollar message.

**NOTES:** *(click below to add)*



## NEXT PRESENTATION



Our next presentation will continue to build on the process we've just outlined. We know it's much easier to implement a new process when you have multiple examples you can use as a reference, so we will provide you with real life examples to make it easy for you to apply this process to your own business, and continue to help you learn how to establish a market dominating position for your business.

As you can see, our overall focus is to help you continue to build the business you've always dreamed of having. A business that provides you with financial freedom and an extraordinary life for you and your family. The primary goal in the E-Learning Marketing System is to help you quickly develop the processes that will bring more revenue into your business. So until next time, here's to your success.

**NOTES:** *(click below to add)*

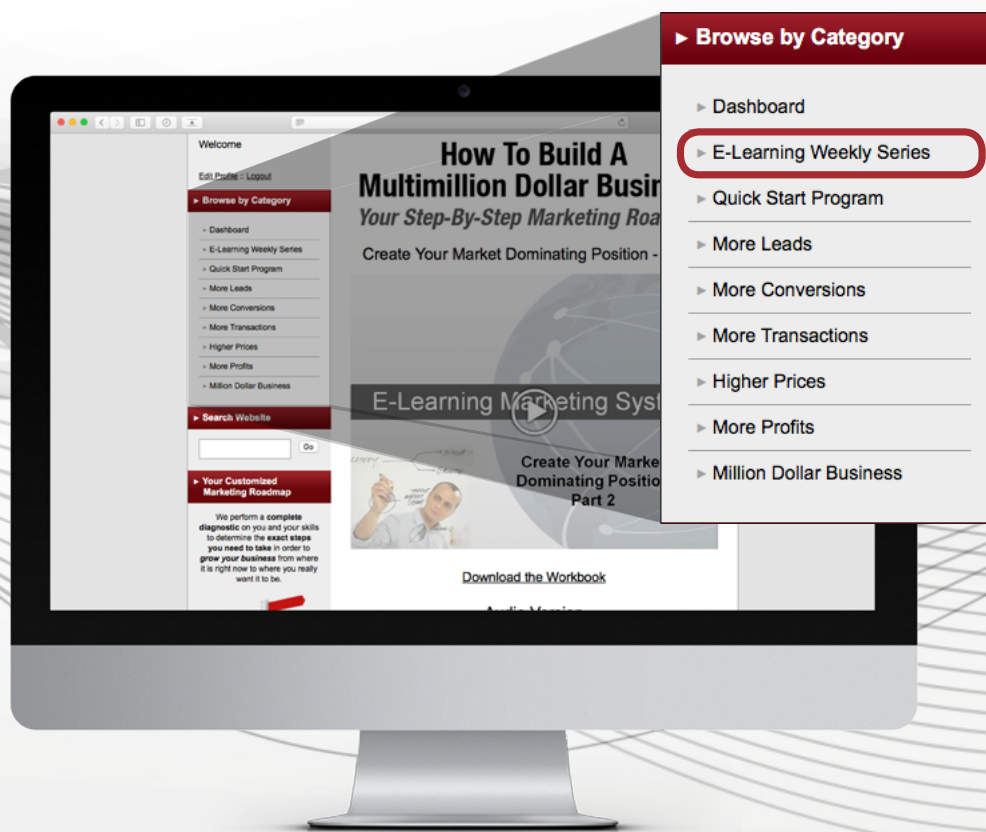
# HOW TO BUILD A MULTI-MILLION DOLLAR BUSINESS

*Your Step-by-Step Marketing Roadmap*

WEEK #2

YOUR COMPANION VIDEO LESSON

## ***CREATING YOUR MARKET DOMINATING POSITION PART 1***



FIND ALL YOUR LESSONS IN THE *E-LEARNING WEEKLY SERIES* SECTION OF YOUR MEMBER SITE