

Marketing Inspirations

January 2010

Upcoming Events

January 27, 2010
11:45am – 1:30pm

Unlocking Business Owners Wealth In a Tough Economy
Financial Planning Association

University Club

January 28, 2010
6:30pm – 8:30pm

Marketing Your Business

Center for Community & Family Services,
Carson

February 24, 2010
11:45am – 1:30pm

The Secret Mission of Baby Boomers
Financial Planning Association

University Club

Promoting Efficiency and Value

Generating new energy into your business this year may mean changing the approach of how you present the product or service to potential clients. Realistically speaking, the environment may not be much better than 2009, so how can small business owners prepare for another round?



Suzanne Patrick Lawrence, President, Advisor Business Solutions

As the corporate world continues to maximize output with leaner budgets, small businesses must adjust to thrive in this tight fisted economy. Our products and services must be seen as a need which means positioning them as such. If potential clients recognize the importance of how they will benefit from saving money, improving staff efficiency and utilizing resources wisely, this will gain recognition as a timely need.

Regaining business momentum will be tied to value the offered which will impact the bottom line. Consider this perspective, if your firm is contacted about using a product or service, would you consider hiring or purchasing if it will impact your efficiency and save money? I think yes in 2010.

Want to find out how your company can benefit from the Advisor Business Solutions team? Visit www.advisorbusinesssolutions.com for upcoming speaking engagement details or contact 562-439-4804 to set-up an appointment for a customized solutions approach.

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