

# The seven pillars of survival

THE PHRASE 'seven simple steps to maximise your business success' may read like a cliché but can improving your business really be so straightforward? The theory is very simplistic: as always, it's the implementation that may require a bit of creative thinking.

Let me explain. Running your business can often be a challenge, especially in today's climate. At Landers, we try to encourage our clients to think positively about their businesses and encourage innovative thinking to improve upon their successes.

Often in the day-to-day running of your business it's all too easy to get bogged down with the urgent but not important tasks. However, Doug Hall - the author of *Jump Start your Business Brain* - says: "Sustainable competitive advantage comes from being different not being better". We believe this is especially true in the current climate.

With this in mind, now is the time to put into practice simple marketing strategies to improve your chances of riding out this recession.

Stop thinking about your business from the perspective of a business owner-manager and

Emma Matthews, associate director at Landers the Accountants, urges businesses to adhere to the seven 'P's in their fight to ride out the recession.

start thinking like your customers. If you do not know what your customers are thinking, how are you going to make your business more successful? At our recent Business Builder Forum, we explored this idea and explained how using the seven 'P's would help to kick-start this process.

So think of your business in terms of the seven 'P's: product, processes, place, promotion, price, people and physical evidence.

Ask yourself: what does your customer want to buy from you and what do you want to get paid for? What is special about the processes or way that you do things within your business? What makes your business different?



● Emma Matthews

We believe physical evidence is the most important of the seven 'P's. Think in terms of testimonials, service promises and even the cleanliness of your premises all of which send messages to your customers.

What physical evidence is available to your customers to help them to make up their mind if they want to stay with you or work with you for the first time?

You must present customers with a reason to believe in your business, demonstrate an overt benefit and overall be dramatically different.

*If you would like to discover how to be dramatically different and improve upon your business' success, call 01525 873922 and speak to Emma Matthews.*

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