



BMG NZ - Sales & Marketing Tip 7

Adapt or Decline

Adapt to the changing environment and you could thrive while everyone else just complains.

What feedback do you get from your customers?

If they want to spend less, could you create a more basic version of your product or service? (Please don't **assume** everybody wants to pay less!)

If they want better value for money, could you create a specialised product that's cheaper to produce when sold to many customers?

What about niche markets? Go through your customer database and see if you regularly sell to one type of customer. How can you find more like them? And don't forget your best customers! Who spends the most with you, what else could you sell them and how could you find more like them?

Are you too busy with sales or production to spend time planning? Take a couple of hours off to clear your head. Go for a walk, watch a movie or lie on the beach.

It's amazing how clearing your head and relaxing can help you see the big picture.

Now ask your customers what they want!

This tip was brought to you by BMG NZ.