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“CURRENT, RELEVANT, COMPETITIVE BUSINESS DIRECTION”

By Ken Lerman, Business Growth Consultant

There is less room and time for business course correction. Business owners, presidents, management teams (profit and non-profit) are not preparing “Current, Relevant, Competitive” business directions that succeed in short-term market volatility or longer-term survival. The growing business shakeout is underway.

No owner is asleep but many are increasingly insecure, frozen in the headlights of uncertainty on how to develop a strategic vision and direction during U. S. economic disruption and displacement.

Technology might assist you in taking a hill faster and more efficiently, but what if it's the wrong hill, the wrong battle at the wrong time? Being current, relevant and competitive will bring you a strategic business direction and plan to navigate through what might be “the worst of times.” Are your competitive advantages correctly positioned as unique product, service or distribution? How sustainable are your advantages – when, what and how will you bring new improved solutions to market? Is it local or elsewhere?

Minimize your business risk with a current, relevant and competitive strategic analysis for building your business direction.

1. Be current in decision making. Purchasing rationales have changed significantly. What wasn't important at \$2 gas is more important at \$4 gas. Efficiencies of cost and convenience are paramount. Are you current? Do you know your buyer needs – how they will change – and change again?

There is no market research on where we have never been before. Do your own. Know your user – talk to them *now!* Speak with them often and learn.

2. What is relevant to your business model must have your focus. Flexibility, speed of delivery, quality solution, i.e. your key business value(s), should include planned continuous improvement projects with adequate funding of talent and dollars. Keep doing very well what you do well.

In speaking with a private university president, I suggested fresh, current market perspectives brought about through their own one-on-one research. Interviews among primary purchase decision makers and key purchase influencers will help you develop a clear, viable, sustainable strategic business direction. New opportunities will surface.

3. Scored and ranked competitive evaluation and advantage must be current and relevant to your marketing and sales plans. Bring clarity and increased competitiveness to all targeted selling messages.

On July 23, 11:30 a.m. at WIBA, come, see and learn the strategic process for building your business direction that is current, relevant and competitive.

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