

# **KENNETH B. LERMAN**

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### **FOR THE BUSINESS OWNER & MANAGER**

#### **“Little Guy Business Can Beat Big Business!”**

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No question, big business competitors can significantly hurt you. There are, however, several competitive advantages little guys have over big guys.

As a business owner, make certain you are pressing these advantages.

1. You can move on business opportunities much quicker than the big guys. It takes a long time for big guys to get plans developed and approved.

Large chains of command, management and budget politics and communication hurdles have to be overcome before they can hit the marketplace. Kill these serpents in your business or they will strangle it.

2. You, as the little-guy business owner, probably developed the market plan and can and should take a “hands-on” approach. Your close proximity to key opportunities brings your business great flexibility. In the heat of the battle, you can adjust or fix whatever, whenever.

Big-guys managers usually distance themselves from market execution and the potential risk of being blamed for failure.

3. Based on the size and scale, the profit impact of a successful program brings greater financial and emotional reward to the little guy. And if you’re the owner, most of the reward goes into your pocket. Over time, managers for the big guys don’t get the full reward they might deserve and may not even get a thank you from senior management.

4. **FINALLY – BE GUTSY.** Take up a position versus the leader. Compare yourself openly to them. Steal the luster and their brand name and image – and associate it with yours. If they smack you – they’ll look like a big bully picking on a little guy. If they don’t, you might have your way with them!

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