



Be Different or Be Dead, Your Business Survival Guide

Roy Osing

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Be Different or Be Dead, Your Business Survival Guide Roy Osing

Create a competitive edge for your business by learning proven business building ideas and implementation plans. Author, Roy Osing delivers tested methods on how to improve your business by providing compelling and unmatched value.

In this book, Roy reveals how to BE DiFFERENT in the critical aspects of your business including your business strategy, marketing and sales disciplines and customer service.

BE DiFFERENT topics and business building strategies include:

BE DiFFERENT or be dead: there is no other choice

The Only statement the birth of differentiation

Benchmarking the enemy of BE DiFFERENT

Dumb your strategy down

Be anal about execution

Customerize your marketing

Adopt a Customer Learning and Secrets marketing ethic

Introduce Holistic Offers, not products

Serve your customers don t service them

Vary the treatment to dazzle your customers

Brand your Sales Warriors

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