



Timing (of ACTION) Is Everything

Ever notice the process of HOW people/organizations manage to become launched into success far above the rest in the industry? Yes, what they do (and how they do it) is a key part - something thousands of books go into great detail about. But the other component critical to success is the timing. It's often said that it's all about timing - but the action taken must go hand-in-glove for anything of real value to result.

There are naturally occurring economic cycles that often dictate when strategic leaders/companies optimize their potential. There's a "sweet spot" of time when decisive action can be taken that launches success far above the competition: when the competition is too scared to take action themselves.

We're entering that phase right now - the "bottom" of the economic correction is nearing, and the smartest leaders are preparing their employees to launch a sustained service-based customer relationship way of doing business - and leveraging that real difference in their marketing - to steal customers from the competition. Well, to be more accurate - EARN customers away from the competition.

Customers are going to be much more careful with how they spend their money. And they are remembering how they've been treated by the other options in the industry. They want a great value - which means superior product and experience for the price. Customers who feel they've been mistreated in the past are *angry* at the lack of honesty, respect, and care they have received...and are looking for a business that *earns* their loyalty.

That experience doesn't come by accident. Smart leaders are training/preparing *now* (timing!) to launch an "all out blitz" of great service to customers in an industry of mediocre competitors that mistakenly *think* they are given acceptable service. And the customers will make the smart choice. And the timely action of the wise leaders will pay off...big! And the industry will wonder "how did I lose so much of my market share to this competitor?" and "how long will it take me to recover?"

But at least you knew...right? Right??