



TIP OF THE WEEK

July 31, 2007

If you're in a price-competitive business, you know that it's very hard to get new orders from new customers on something other than price. A large part of our consulting practice is strategic budgeting and profit planning, how to price-inch, how to make more money, and how to leverage your best capabilities against what the market wants to buy. But, my friends, here's a tip. You can't raise prices on business that you don't have. We never recommend that you take anything below your out-of-pocket cost. However, take marginally priced business in order to score a new customer when that customer fits your niche and capabilities, and has long-term potential for pricing quality improvement.

Good luck. Work **ON** your business. Stay in touch.

51 HOLLAND
AVENUE
WESTFIELD
MASS
01085-3730

The Markens Group

Ben Markens

[413] 562.8405 FAX [413] 562.8406