

The CSW ADVANTAGE

BUSINESS SOLUTIONS

PROMOTIONAL SOLUTIONS

TRAINING SOLUTIONS

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I REFUSE to take part in the RECESSION !

Yes, unemployment climbed to 8.5% in March. Yes, the stock market is a place for only the bravest among us right now. The numbers on the economy are far from kind.

In every corner of the country companies are growing their business, calling on clients every day, focusing on adapting, and not being deterred by the bad news around them.

It's about taking an "I REFUSE to take part in the RECESSION!" attitude while others around you become victims to the economy. Now more than ever it is about the importance of getting in front of customers and prospects, networking to get solid referrals, and getting more business from current and former customers.

Attracting retail or B2B customers means identifying how your company is unique and providing great customer care. It's about understanding where clients can see exceptional value.

You received this newsletter through CSW's email service, ConstantContact. A number of good email service providers exist, but in CSW's experience ConstantContact stands out. Their pricing is competitive (not the least expensive), they have excellent phone and online support, and regular marketing seminars provide a format where clients can learn best practices. ConstantContacts stands out among the competition. No wonder their business is growing.

Refusing to let a recession determine company success means getting back to basics and performing ordinary things well. Ray Crock, the late founder of the McDonald's empire, early on ran his own restaurant. He cooked, swept floors, picked up trash and worked to earn a customer's loyalty. He believed a business success key was to focus on doing the everyday ordinary things well.

Advancial Credit Union maintained good business practice lending guidelines in past years when providing members automobile loans and home mortgages. Their policies didn't allow for rolling over negative equity from one vehicle into a new purchase. Today, this company is not laying off employees they are hiring to keep up with increased demand for their financial services. Advancial is refusing to take part in the recession by growing their business in today's economy when other financial institutions require bailout funds to remain viable.

A customer centric attitude is consistent in the examples above. Companies that practice doing the everyday ordinary things well tend to provide an outstanding customer experience. Take a hard look at "the everyday ordinary things" in your company and real customer value. Where can they be improved? Are they being consistently carried out on a daily basis?

Separate your business from those using the recession as a reason to fail. Across the country companies in all sectors are surviving and growing. Focus on what works in your business and ride out those tactics as best you can. No, it won't be easy. The reward is when the economy improves and your business is left standing in a field of fewer competitors.

Is your company showing growth right now? Have you implemented changes that are working? CSW wants to hear from you. Drop us an email at sfmcfadden@cswcorp.com and share your success.