



How to Ambush Your Competition

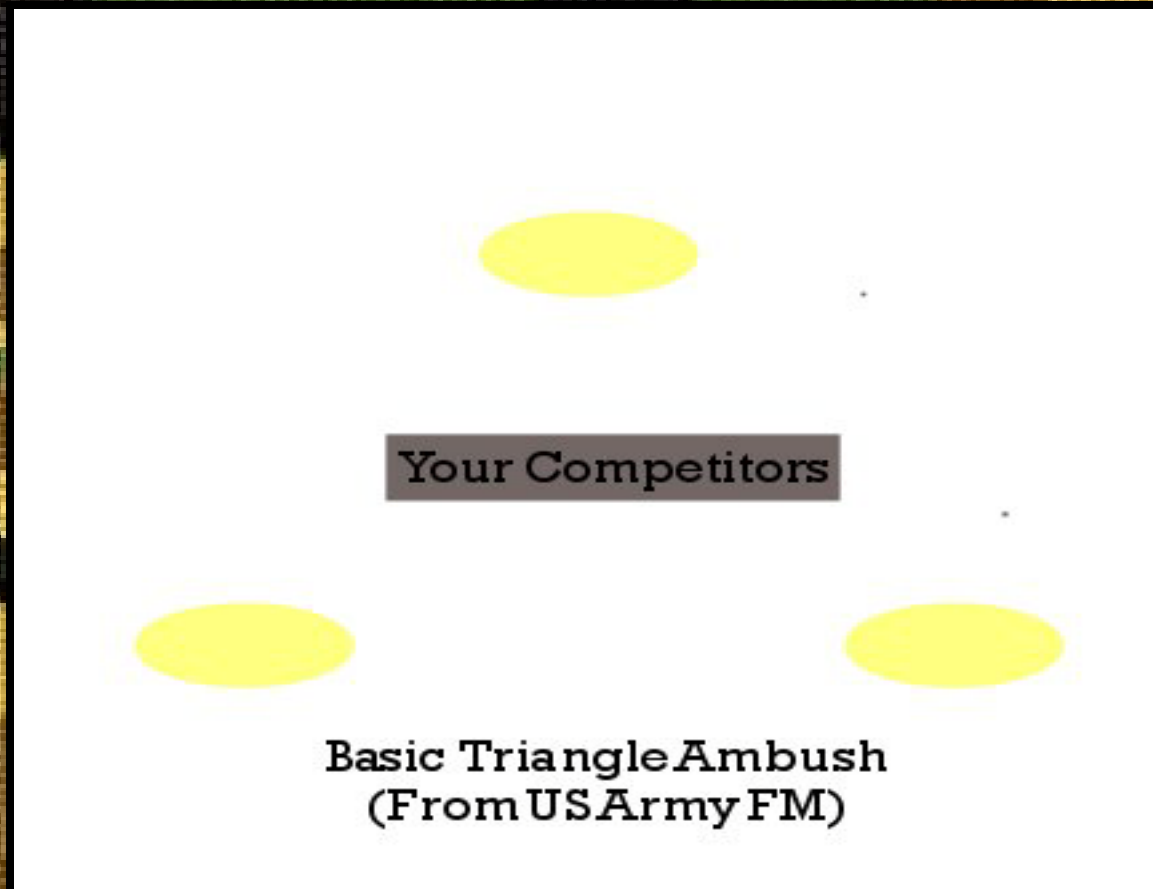
David Tinney

An ambush is an attack from a concealed position, usually by a smaller force against a superior force.

- You can compete against larger competitors, you have to be wiser and more stealthy. You pick where and when to 'fight'.
- In the marketing world, this is called 'finding your niche'.
- **Your niche is your strength. Your niche is your competitor's weakness.**
- I like to stay "off the radar" of my competitor. No flashy advertising, I don't want him to know what I'm up to. I keep my position 'concealed'.
- How and when you relate to your customers have a direct effect on your competitors.
- After all, you and your competitor are competing for the same customers. **This is where the battle is fought - who gets and keeps the customer.**
- **You attack and crush your competitor by using superior relational skills with your customers!**

The element of surprise is critical to the success of an ambush attack.
Traditional advertising (newspaper, radio, TV, etc) is not relational enough.

Ambush forms from 3 sides, catching the enemy (competitor) in a crossfire

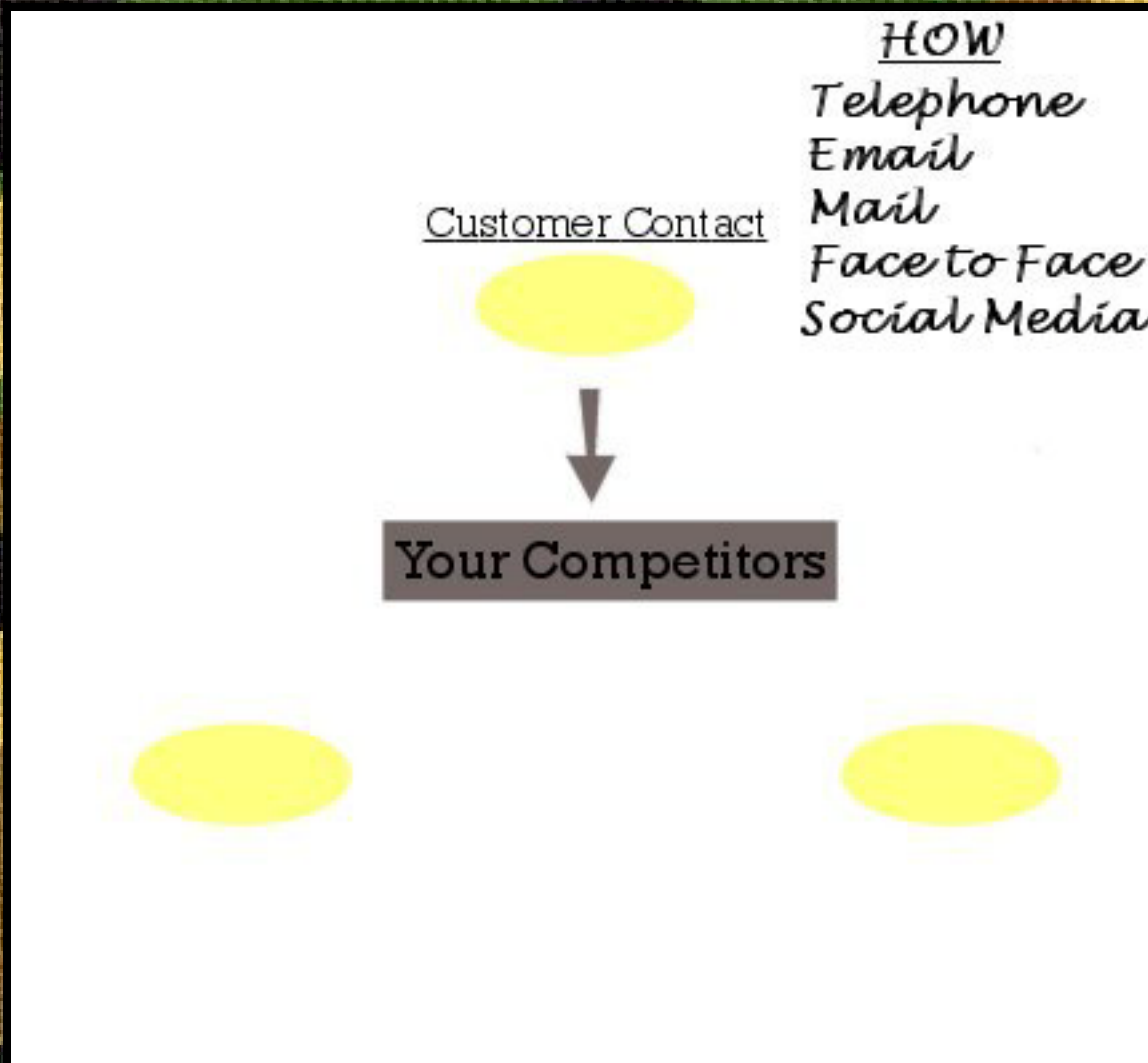


Attack the enemy (competitor) from 3 different directions



Effect: Causes confusion,
they experience fire from three directions

Attack #1. Customer Contact



WHY

Birthday
Anniversary
Family Events
Holidays
Business Events
"Saw this, thought of you"
Inspirational

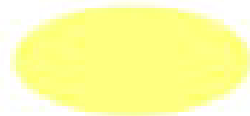
Customer Contact



Your Competitors

HOW

Telephone
Email
Mail
Face to Face



Attack #2 Customer Appreciation



Attack #3. Creating Customer Loyalty

