



How To Kick The #*!? Out Of Your Competition

In previous editions we have talked about how tough it is going to be while the global financial issues are sorted out and how important it is that you and your organisation are in a position to be tough and resourceful in order to survive the challenges as they are presented - those who do survive will come out the other end of the tunnel in an even stronger position than they were before and will probably find that much of their opposition is not able to survive - remember the opening line last month "Wise Men Follow Stars" - be wise, follow your vision and you will be successful.

Lesson #1 :- Standout - be different - make sure your customers fully recognise you and do not mistake you as just another plain old vanilla clone of all the rest.

Lesson #2 :- Never compete on the strengths of your competitors and particularly so if your "big boy" competitor is based on low price - this assumes that you know exactly what your competitors' strengths are.

Every one of your competitors does a lot of things horribly badly and a few things very, very well - probably better than you ever will. Doesn't it make sense to find out? There is nothing new in this -

General Sun Tzu, the legendary Chinese general of over 2,500 years ago, said "Never attack your enemy on his field - always on your field or a neutral field, but only when you have the advantage of height and the sun at your back".



Lesson #3 :- Know your strengths and always play to them - always.

But, what are your strengths? And even if you know them, do your staff?

Importantly, does your marketplace know your strengths? Do your clients or prospects know exactly what makes you famous, or at the very last, far better than the competitors?

This is an obvious business fact but very few people take it seriously, and when you figure out the answer, sales, profits and cash literally multiply.

Unless you know the strengths of your business and also of your opposition, then there is no chance that you will ever be in a position to kick the #*!? out of them - but maybe they will be in a position to give you a couple of sizeable wallops!

How to Choose The Right Supplier

One of the aspects of being successful in business is producing a quality product or service as cost effectively as possible. This also applies to the most effective sourcing of products critical in the operation of your office or administration area - anything from IT infrastructure you need to make your operation well-oiled or the office furniture and equipment needed to make your colleagues efficient and comfortable in their work environment. Finding the right suppliers can add to the bottom line. Unreliable suppliers that cut corners and cannot keep up with demand can ruin the very business you've worked hard to establish and grow.

Step 1 - Look for a supplier that is known to have a quality product. "The whole is a product of the sum of its parts". If you are creating the most expensive jewellery and use one material that is inferior, it affects the overall quality of your product.

Step 2 - Find a supplier that is reliable. If your supplier is the best in the business, but is temperamental and unreliable and does not produce what you need in the time you need it, that is a liability you cannot afford. The best supplies in the world are useless to your business if they are not received on time.

Step 3 - Compare costs. Cheap is not always cheap and almost never better. One supplier may supply a superior product that costs a little more than one from a supplier who offers cheap. Make sure you make an apples-to-apples comparison. The cheaper product may have less warranty, lower yield etc.

Step 4 - Ensure your supplier can keep up with the demand. If you need 500 widgets a week and your supplier, although working to full capacity, can only handle 350, it's time to look for a different supplier - and maybe even seek out a back-up supplier.

Step 5 - Seek proof that your supplier is producing supplies up to compliance regulations. You don't want to be punished later on down the track because your supplier was cutting costs and not making the supplies up to code. Get documented proof of industry standard compliance or data safety sheets.



Diamonds Are Your Best Friend?

Many years ago there was a farmer in Africa who heard tales of diamonds in another part of Africa.

Excited at the prospect of all the riches waiting to be found, the farmer sold his land and went out hunting for his treasure.

He spent years searching the continent but found nothing. In the meantime, the man who bought his farm picked up an odd-looking rock one day while working and decided to display it on his mantelpiece as a conversation piece.



One knowledgeable visitor took a close look at the rock and began trembling with excitement and told the farmer the fantastic news - in its raw form this was the largest diamond he had ever seen.

The farm was covered with diamonds and eventually became known throughout the world as the Kimberley Diamond Mine.

Take a close look at yourself and your current situation before heading out to seek your fortune. Are you sitting on your own "diamond mine" without realising it?

Some Laws of Life - Murphy's aren't the only ones.

Law of Probability - the probability of meeting someone you know increases when you are with someone you don't want to be seen with.

Law of Biomechanics - the severity of the itch is inversely proportional to the reach of your arms.

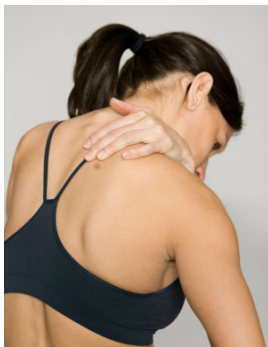
Law of the Theatre - the people whose seats are furthest from the aisles arrive last - and they are the first to need to visit the rest rooms.

Aeroplane Flight Law - when the plane you are on is late, the plane you need to connect with is on time.

Law of Location - no matter where you go, there you are.

Cole's Law - of course - it is thinly sliced cabbage!

And now for the final thought of the month, the Editor turns to the man who has to say "yes"



If you aren't in the moment, you are either looking forward to uncertainty, or back to pain and regret.

Jim Carrey

January 2009 Logic Puzzle

Three winners in different grades at the Mountain Golf Club championships were Bill, Charlie and Dan.

The players were grouped into grades according to their handicap. One of them won A Grade, one of them won B Grade and one of them won C Grade.

Based on the statements below, which of them won which grade? Only one of the statements is true - the others are false.

1. Bill won A Grade and Dan won B Grade
2. Charlie won C Grade
3. Bill did not win C Grade
4. A Grade was not won by either Charlie or Dan.

Fax answers to (02)95534077 or

email editor@focusofficesupplies.com.au

This month's prize - Logitech Harmony 525 Advanced Universal Remote



Your details:-

Name:

Organisation:

Phone or Email:

November Quiz Answers.

1. Carl Barks - a Disney Studio illustrator - invented Scrooge McDuck who was based on Ebenezer Scrooge a character in Charles Dickens' *A Christmas Carol*
2. The most common computer password is - *Password* and
3. The chemical symbol for ice is H^2O

Congratulations to Pip Aitken of Oncology Children's Foundation - our November quiz winner.

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