# Introduction

# Table of Contents

## Unit 4 – Competitive Strategies

### 4.1 Business Definition

*What's the Business? ……. 1*
*What's the Business Definition? ……..….. 2*
*Competitive Advantage Analysis ……..……. 3*
*Mission Statement Match ……. 4*
*Writing the Mission Statement ……. 5*
*Looking for Answers ..…….. 6*
*Business Definitions …….. 8*
*My Personal Mission Statement …….. 9*

### 4.2 Your Marketing Mix

*Developing a Marketing Plan, Steps 1 and 2 ……. 11*
*Developing a Marketing Plan, Step 3a …….. 13*
*Developing a Marketing Plan, Step 3b …….. 14*
*Price Match ……. 15*
*Developing a Marketing Plan, Step 3c ……... 16*
*Promotion Commotion …….. 17*
*Mystery Shopper ……. 18*
*Choose Me! ……. 19*

### 4.3 Promotion

*TV, Radio, Newspaper, Magazine Ads: Pros and Cons ……. 20*
*Which Media? ……. 21*
*How to Write a Press Release ……. 22*
*Sample Press Release ……. 23*
*Have I Got News! …….. 24*
*Developing a Marketing Plan, Step 3d …….. 25*

### 4.4 Break-Even Analysis

*What's the Break-Even Point? ……. 27*
*Pricing Ups and Downs ……. 30*
*Is the Price Right? ……. 31*
*Developing a Marketing Plan, Step 4 ……. 32*
*Let it Snow… …….. 33*
*Excuse Me, How Much? …….. 34*

# Table of Contents, cont.

## Unit 5 – Customer-Centered Service

### 5.1 Managing Yourself and Others

*To Lead or Not… ……... 35*
*What Type of Leader are You? ……... 36*
*What Type of Leader are You? Scoring ……..…….. 37*
*Leadership Styles …….. 38*
*It's Time to Hire! ……. 39*
*Timing is Everything …….. 40*
*It's All About Scheduling ……... 41*
*How Time Flies …….. 42*

### 5.2 Successful Sales

*Benefits = Solutions = Sales ……. 46*
*How Customers Make Decisions ……. 47*
*Not Just Anyone Can Sell ……. 48*
*Selling Process …….. 49*
*Sale or No Sale …….. 50*
*Dirty Word List ……. 51*
*Would You Buy From This Person? ……... 52*
*Stretching the Benefit ……. 54*
*How Do They Rate? …….. 55*

### 5.3 Customer Service

*You, the Customer ……. 56*
*What We Know About Service Quality …….. 57*
*Customer's Definition of Quality Service ……. 58*
*Your Customer's Definition of Quality Service …….. 59*
*Nine Critical Beliefs… ……..……. 60*
*If I Were a Customer ……. 61*

### 5.4 The Art of Negotiation

*Negotiation Skills Inventory ……. 62*
*When is it Hard to Listen? ……. 64*
*20 Questions …….. 65*
*Planning Your Strategy ……. 66*

## Table of Contents, cont.

# Unit 6 – Business Operation

### 6.1 Managing Cash Flow

*Cash Budget …,,……... 67*
*Extending Credit Debate …....……... 68*
*Who's Got the Cash ….…….. 69*
*Seasons Come, Seasons Go ….……... 70*
*My Cash Budget ……..……. 71*

### 6.2 Analyzing Financial Performance

*What's Hot, What's Not ……. 72*
*Can You Pay the Bills? .....…… 73*
*Ratio Analysis ……. 75*
*Profit or Loss? A ……. 76*
*Profit or Loss? B ……. 77*

### 6.3 Ethical Decisions in Business

*What I Value ….....……. 78*
*What's Going On? .....…….. 79*
*Steps to Ethical Decision Making in Business ..……. 80*
*Six Pillars of Character ……..……...…….. 81*
*Developing a Business Code of Ethics ..……. 82*
*My Code of Ethics ……..……. 83*

### 6.4 Giving Back

*Philanthropy and Me ….....…….. 84*
*To Give or Not To Give ……. 85*
*Tips for Giving Wisely …….. 86*
*What's It To You? Employees ……. 87*
*What's It To You? Customers ……. 88*
*What's It To You? Suppliers ..……. 89*
*What's It To You? Community ……. 90*
*Doing the Right Thing ……...……. 91*

# Glossary

*Glossary of Terms …….……..……. 92*