

GRAND VALLEY BUSINESS TIMES

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Resolved to do Better?

Focus on opportunities. In times like these, it's easy to focus on the threats to your business. Instead, resolve to recognize the opportunities. When the economy contracts, opportunities arise. As the pace of business slows, you have time to invest more purposefully in your marketing and sales systems, reposition your business through more innovative marketing strategies, make fundamental changes in your business model and go where you've never gone before. Invest the time now to more clearly define your driver brand attributes and what makes you different, identify your ideal customers and what they want and articulate more effectively your promise to the marketplace. The rules of marketing are changing rapidly, but with those changes come remarkable new opportunities. In 2010, resolve to embrace these opportunities and position your business to defy the recession and emerge stronger, more competitive and more profitable.

– Dan Ryan, creative director with the Ryan, Sawyer and Whitney marketing and business development firm in Grand Junction.