Entrepreneurial Challenges

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Business

Businesses want customers but something always gets in the way.

Ordnances
$
Time
Attitudes
Demographics
Trends
Conditions

Customers

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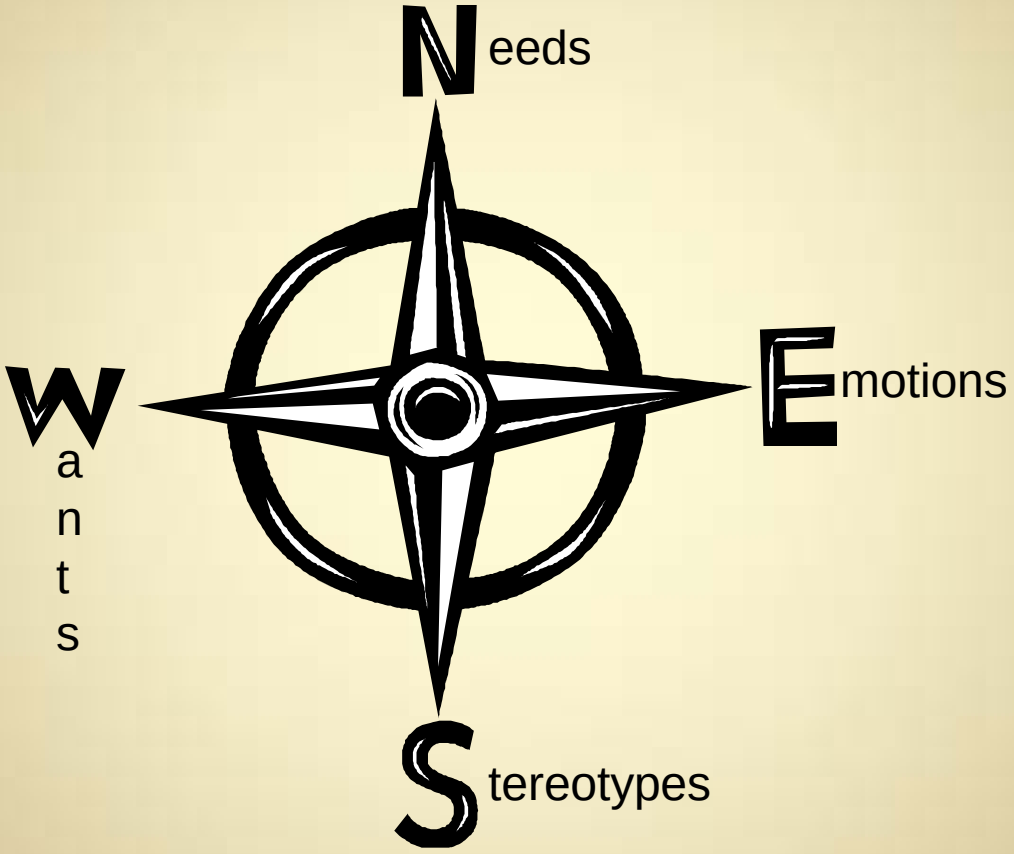
Competitive Advantage

1. Customers deem your services the best solution to their problem based their perceptions of
   - Value = (Quality + belief I will get what is promised) - price
   - Quality = free from defects + solves the problem + meets customer expectations
   - Price
2. You can differentiate yourself from your competitors to the customer
3. Your core competencies are difficult to copy

The Seven Customers Questions

- Who are they?
- How many are there?
- How much do they spend?
- How often do they spend?
- How do they make a purchasing decision?
- What do they value?
- What/who influences them?

The Customer Compass



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What Can Cities & Associations Can Do To Help

- Limit requirements
- Be a partner, not a "gotcha"
- Know and communicate the rules up front
- Single point of contact
- Know where to find or send them for help
- Infrastructure
- Study & know the area
- Know what customers need
- Identify and attack the problems
- Mentor
- Recruit
- Keep it real

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Questions for the panel?

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