



TIP OF THE WEEK

February 27, 2007

Go visit a competitor's website. What are they workin' on, what product or service are they highlighting, how do their facilities look and what are they giving away in terms of articles, industry specs and the like. Remember, websites have become a key marketing tool, so they contain a lot of competitive intelligence that you can use. It'll help you understand what your competitor does and what your points of difference are. That's not negative selling; it just lets you highlight your own competitive advantage. And I don't recommend putting the contact info for your key people on the website: I know several headhunters who data mine just to steal your best people away from you. Now, go look at your own website. What information are you leaking that you'd rather not share with the competition? How does your site compare to theirs – look and feel, ease of navigation, and content. These days, first impressions may not be through your receptionist, but over the Internet.

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Good luck. Work **ON** your business. Stay in touch.

The Markens Group

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