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Advisory Minute

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The Strategy of Preeminence is a key strategy that - in order to really be DOMINATE in your industry- you MUST implement into your marketing.

in this article

- **The Strategy of Preeminence**



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The Strategy of Preeminence

This is a key strategy that - in order to really be DOMINATE in your industry- you MUST implement into your marketing.

A Strategy of Preeminence is truly transforming. It's the most liberating, and animating and it's the most passionate concept you'll ever embrace.

You can score a huge victory over your business competitors simply by being the first to tell customers something that comes to them as a major revelation – or at least has the ring of "inside" information. Human beings are funny that way. They passionately and desperately want to be "*in the know*."

For example, if you sell clothing that is triple stitched and inspected 14 times for durability and quality workmanship, let your customers know that. If the stuff is dyed, and the dye is imported from Europe, and the dye is applied four times, tell them that also.

It might all seem boring and unimportant to you, but your customers – once they hear or read "inside" stuff – **will feel better about what they buy, and better about you.** In fact, they'll probably replay what you tell them at the next party they attend!

"See this jacket? It's been triple stitched and dyed four times with rare stuff from Europe. Nice, huh?"

You have to change your philosophical approach and move to what I call a "**Strategy of Preeminence**", which is a whole new way of looking at the relationship you have with your marketplace.

*It's seeing yourselves, and your company, and everyone in your organization as the ultimate advisor, as a trusted, respected expert. And you have the **responsibility** and the **obligation** to counsel those people in what's in their best interest. To give them the best short and long-term outcome.*

And when you start advising them with their best interest at heart, you no longer will accept or allow them to buy less than they should, fewer combinations than they should, less quality of products or services than they should and less frequently than they should.

You'll never again, take the order just because they're willing to buy. You'll always be focused on the fact that **the more value you add, that is perceived by them, the more success you will have**. You will start thinking of your relationship with them all as "clients." If you talk to them or think of them all as customers - you should change your thinking.

Establish yourself as a leader in your industry. Structure your entire business to strategically take a stand, and advocate a certain course of action which every prospect and client should take and benefit from.

Then religiously follow through!

Every communication, every newsletter, every presentation, every sales meeting should reinforce the concept of the client being served at the highest levels through advocating your particular unique perspective and leadership.

If you're in the real estate industry, maybe you can offer a unique perspective on how the buyer can reduce their risk. Or if you are in software, maybe you have a conviction about the importance of project management when implementing software. Or if you are in retail, maybe you advocate that people look at buying their clothes as an investment in their success.

The key to the success of the strategy of preeminence is to use it strategically, **using it as an overall context for your business**. *The strategy demands that you are fanatical about serving your clients at the highest level even when it may be easier or more profitable to do otherwise.* I know lots of companies who have tried to implement it sporadically, only to have their efforts diffused and diluted because they were uncommitted and thinking short term.

Don't be one of those. **Be one who thinks long term, and is strategic rather than tactical.**

Stephen Jones operates **Growth Strategies** and provides marketing strategies and a marketing structure for small business owners.

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