

THE SWEENEY TICKET

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Marketing Works If Done Correctly



Small business owners who understand marketing, also comprehend the importance of having a well-defined marketing strategy and objectives. Simply stated,

effective marketing creates a “buzz” and demand for a company’s products or a company’s products or services. It’s an opportunity for a business to identify potential customers, retain current customers, and convince both what the company offers to satisfy needs. **Market research is worth the effort**– Unfortunately, most business owners are so busy running the normal day-to-day operations that they never take time to engage in market research that could greatly enhance the marketing strategy they have. Any small business can conduct its own market research in a number of

Here’s Why We Have 2 Ears and 1 Mouth



Association of Accredited Small Business Consultants



Listening and Speaking

The best approach to dealing with an upset customer is to be attentive and responsive. Being quick to listen and slow to speak helps create a positive dialogue.

www.AASBC.com
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memberservices@aaasbc.com

You don’t have to be a business owner/manager to realize the importance of listening.

While we may “hear” words, this week’s Association of Accredited Small Business Consultants® (AASBC®) “Tip of the Week,” stresses the need to actually “listen” to those words.

Business Bits Blogs...

The Small Business Owner’s Go-To Resource



Ever been in an unknown city and unsure of the best restaurants to eat at? You immediately check for online reviews or you seek the help of trusted and respected experts in the area for suggestions.

Small business owners are expected to know everything when it comes to running a business. However, that’s an impossible task. Therefore, check out *Sweeney Enterprises LLC’s* “Business Bits Blog” on www.sweenenterprises.com. Each month a different article, ranging from customer service tips to employee relations are available for FREE. If you’re a small business owner, or thinking of opening a business this is the resource for you. Check out our “Business Bits Blog.”

simple and inexpensive ways, such as obtaining feedback from customers, researching what the competition is doing and their pricing, talking to prospective customers about their needs, staying current with industry trends, and even establishing an advisory board to get a “fresh set of eyes.”

Identify and clearly define market opportunities– First things first...determine what opportunities exist for the business and how these can be marketed and capitalized upon.

Develop pricing that’s competitive– It’s simple to survey the competition to make sure pricing is competitive. Customers want value and benefits for the money they spend.

Tailor a marketing campaign for the target market– A marketing campaign may be good, but if off target, it may be ineffective for its intended purpose. It must be aimed at the target market composed of potential buyers. Everyone has a different opinion on marketing and no one has all the right answers. Rather than relying on only one person’s judgment, involve employees, customers, business associates, vendors, etc. to generate new ideas. Don’t waste marketing dollars!

Here's the Perfect Christmas Gift for that Person who has EVERYTHING!



USB flash drives? How are these items the perfect Christmas gift? Well, the secret sauce to this present is not the USB flash drives themselves, but what's stored on these devices!

If you possess the following, *Sweeney Enterprises LLC* can transfer the valuable memories on these items onto USB flash drives (or DVD if a customer prefers):

- VHS Videotapes.

- VHS-C Tapes.
- 35MM slides.
- Print Photographs.
- Audio Cassette Tapes.

Preserve those special moments in your life. Those occasions could range from your child's first soccer game to the annual Christmas gift opening celebration.

Sweeney Enterprises LLC has rescued countless memories from the family archives for customers from across the United States. Email dsweeney@sweenenterprises.com for my price list/order form.

Give that notable, unique, and exceptional holiday present which will be treasured for years to come!

Visit Sweeney Enterprises LLC on the web and learn how Sweeney Enterprises LLC can serve as your marketing & public relations consultant.

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Sweeney Enterprises LLC:
A Member of the Social
Media Network

