



Defeating Marketplace Disruptors


*How To Retain More Business, Increase Your Cash-Flow
and Win More Business In a **Changing** Marketplace.*

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What We'll Cover:

- **Secret #1:** How to Win When Facing Disruptors.
- **Secret #2:** How to Beat The Competition & Win.
- **Secret #3:** How to Profit From Marketplace Changes.



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Defeat The Disruptors

The Battle For Attention & Space




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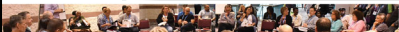
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Groceries, disrupted: Has Amazon's Whole Foods purchase ushered in a new era for retail? Here's what people are saying.



#AmazonWholeFoods
If Amazon's purchase of Whole Foods marks a revolution in retail, then who should be most worried? Cashiers, the competition or consumers?



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(Top (5) Threats/Disruptions to Distributors)

- Websites selling promotional products that includes pens **(41%)**
- Other local distributors **(12.7%)**
- Crossover distributors **(9.1%)**
- Large distributors selling in your territory **(8.7%)**
- Industry suppliers that sell direct **(8.3%)**

According to the 2013 Counselor State of the Industry.

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The (Results) and (Reality) of the situation:



- 1. Poor Sales Volume**
- 2. Lower Margins**
- 3. Less Profits**
- 4. Poor Cashflow**

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The (Results) and (Reality) of the situation:



- 1. Poor Sales Volume**
- 2. Lower Margins**
- 3. Less Profits**
- 4. Poor Cashflow**

Reality of Situation - There NOT Going Away!!!

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Secret #1:
How to Win When Facing Disruptors.



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What is a Disruptor

Disruptive companies, according to Harvard Professor Clayton Christensen – it is a company that offers cheaper, faster or easier alternatives to the marketplace.




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What Type of Disruptor Are They?

1. Did they Build an Infrastructure or Do they Live on an Infrastructure?
2. Compliment or Disrupt Your Business?
3. Is the CEO Righteous or a Realist?



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**Who Are These
Marketplace Disruptors?**



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(A Few Marketplace Disrupters)

1. **Visa Print** - Low Cost (Printing & Promo) for Small Business
2. **Zazzle** - Printer of (1 custom item or Many items)
3. **Alibaba** - Supplier Network- (Access to Over Seas Manufacturers)



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Lesson #1 When Dealing with Disruptors

Disruptors Don't Play by the Rules-
because they can **NOT** win.

But **Neither** can you
if you adapt to their Rules.



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MARKET RESEARCH

Keys to Understanding Marketplace Disruptors.

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Why Are Disruptors Winning?

1. Deeper Social Connection To Their Customers.
2. Using Social Media to Listen To Their Customers.
3. They are Engaging with Customers in Real-Time.

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Lesson #2 – When Dealing with Disruptors

Disruptors – Filling Gaps in Marketplaces or An Empty Position:

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Strategies and Tools To Use When Facing **Marketplace Disruptors**

1. Who Are Their Customers – (Are they worth it)
2. Is this a Real Opportunity for You?



Strategy/Tool

1. Customer Retention Program - A. Integration, Memberships, Subscriptions
2. Social Media Campaign
3. Lost Customer Recovery Program
4. Joint Venture Program







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Fitbit isn't planning to buy Pebble for its hardware, just its technology. (asset)



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Secret #2: How to Beat The Competition & Win.



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Beating Your Competition
The Battle of Sameness

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Common Traits/Brand Message

















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Why Buyers Buy – Fear or Desire

- Improve Performance
- Improve Opportunity
- Competitive Advantages
- Risk Reduction

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Attention Grabbing Sales Script

You should buy from us when...

The results you want to achieve now are more important to you than you getting a *(good deal, best quote or price)* to help you solve that problem...

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The 5 keys for building a Strong Position when networking with others

1. Your Title
2. Your Creditability
3. Your Celebrity Status
4. Your Connections
5. Your Networking Assets

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Strategies and Tools To Use Win
when Facing **Competition**



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Celebrity Status gain from:
Sponsorships/Charities/Media stories...




- ✓ Connections With JVs
- ✓ Real Relationships With Customers
- ✓ Authority In Your Market
- ✓ Massive Exposure
- ✓ More Opportunities Than Your Competitors





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Creditability Builders

1. Articles
2. Books
3. Webinars
4. Public Speaking – (Industry event)
5. Hosting Business Networking events
6. Sponsorships/Charity - (Causes)
7. Local & National Media - (Press Releases)
8. Endorsements - (Clients/Authorities)


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What do you have to offer?

1. Knowledge
2. Resources
3. Access



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Secret #3:
How to Win When Facing A Changing Marketplace



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How To Profit from Marketplace Changes!
Catch The Trend Or Else




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EXPO **19**

Future 100 Report Charts Trends To Watch in 2017

Brands are finally addressing the large and growing disabled population with **Disability Advertising**

U.S. Latinos are being targeted as the polycultural, influential and diverse group

Millennials Buyers/ Decision Makers

Key Insight:
People want to tell their story with **Promotional Products**

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EXPO **19**

Video Marketing



- Videos increase people's understanding of your product or service by 74%
- Website visitors are 64% more likely to buy a product on a website after watching a video.
- 90% of users say that seeing a video about a product is helpful in the decision making process.

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EXPO **19**



Mobile Marketing

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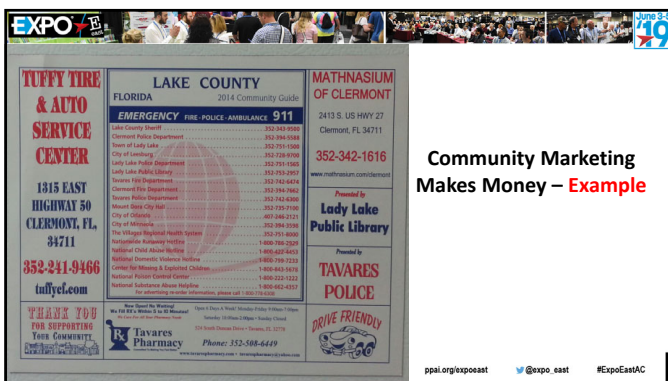
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Defeating The Disruptors Tips – Recap

1. Location – Best Real Estate
2. Access – Resources
3. Specificity - High Design
4. Exclusivity - Limited Quantity
5. Celebrity Status – Fame/ Endorsements
6. Relationships – Inside connections Networking
7. Partnerships/collaborations/syndicate



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...So There You Have It...



Defeating Marketplace Disruptors



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****Automatically Entered Into A Raffle To Win A Bulova Watch****
One winner selected on Tuesday & one on Wednesday



BULOVA



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Any Questions?
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