



“Two Powerful Concepts To Grow Your Business”

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I am going to share with you two of the most critical and powerful things any business owner can do to develop and maintain their customer base.

The main thing to understand—and it will give you a tremendous advantage over your customers—is that you need to be aware of the extended profit value of each and every customer. The Extended Profit Value will give you a numeric value for each customer, and more importantly, it will allow you to determine the worth of your typical customer and of your entire company. The Extended Profit Value represents what a typical customer of your business is worth over their buying lifetime.

The second thing to understand is the unique competitive advantage your business has in the market or niche it operates in. Once you understand what it is, you then must communicate this message to your marketplace at every opportunity. It’s all about niche. Many business owners are not aware of the leverage they have in their market. Let me put it this way: if they did not have some competitive advantage already, they would likely not be surviving in business in the first place. If they can consciously identify and emphasize this advantage, they can turn up the heat on the competition and increase their profits.

These two things are simple, but easily the most important things you need to understand to maintain and grow your customer base.

As you apply these concepts to your particular business, it will become clear that everything you do for your business will fall into one of several main categories. And believe it or not, it is highly likely that your competitors have no idea about these two important concepts.