

Members love  
the *valuable*  
benefit.

Provided for members of the  
Your Greater Area  
Chamber of Commerce

August 2002

## BUSINESS INTELLIGENCE REPORT

Strategies and Trends for the Successful Business

### IDEAwatch

Tips for Growing Your Business

■ **Does your sales cycle involve a lot of callbacks?** Consider that every callback either moves you toward or away from the sale. For example, if a prospect asked you to send more info, but didn't read it before you called back, you're probably losing the sale. Here are some ideas to get you back on track: Tell prospects to write in their calendar when you'll call back. This will remind them to look at your info when you call. Next, ask if there would be anything that would keep them from giving you a decision when you call back. If they can't give you a definite yes or no, they're keeping something from you. Finally, try to schedule callbacks within 48 hours. Any longer and they'll forget most of your original conversation.

Source: [www.businessbyphone.com](http://www.businessbyphone.com)

■ **Avoid long or unproductive meetings** by holding "standing meetings" where everyone literally stands for the meeting's duration—usually near a payper board. These or project issue unscheduled meetings are often more specific and are initiated for some specific purpose. No chairs usually equals more efficient meetings.

Source: [www.seedbusiness.com](http://www.seedbusiness.com)

■ **Get the most out of your customer feedback** by making respondents feel appreciated. If you are going to use a customer's suggestion, call her and let her know that you will be using the input to improve your product or service. This approach may prove most helpful right before contract renewal time.

Source: Circulator Management, 470 Park Ave. South, New York, NY 10018

### MARKETING

#### Positioning for Profitability

Every company at one time or another finds it must reposition itself to continue being successful. It's especially true today given the speed of change.

Perhaps your company is having its own identity crisis—

"What business are we really in?"

"Where will tomorrow's profits come from?"

"Should we merge?"

"Acquire?"

You may see this as the perfect time to reposition the company, and you know all the operational changes required and so: personnel, alliances and more.

However, there's one detail that's often overlooked. Just because you repositioned your company doesn't mean you magically repositioned the minds of customers and prospects. That requires a repositioning effort of its own.

#### The New You

When companies merge and assume a new name, it makes sense to launch a major awareness campaign to position the new company's vision in the marketplace. But what if your company's name hasn't changed? How do you communicate the new you?

My advice: if you're a small to mid-sized company with very little brand awareness, break the news first with current customers. Pass on the company's recent transformation with splashy ad campaign tooling.

And since few customers are viewed as nothing more than beneficiaries, why even know the old you better, why even bring it up? Get right to the point—building a brand identity reflective of your company's new positioning.

What's more, when promoting products and services, keep stating

benefits, not product features, and strive to build a strong association between those benefits and your company.

#### Brand Extension

Whether you reposition the entire company first, they launch a new product line, or unveil a right way and a wrong way to go about this.

Many companies make the mistake of thinking their brand equity is transferrable to other markets. Gap explains Starbucks' recent confusion, purchase, Victoria's Secret's confusion in name a few. However, putting your name on everything doesn't guarantee success. Just ask Donald Trump. In fact, it often makes things worse. People start to forget what you were known for. In short, brand extension leads to brand dilution.

The right course is to give your company a new direction its own brand identity and positioning. Look what General Motors did with Saturn—a different kind of car company—it's a different kind of car company's name—everything you do, build it.

#### Be a Market Leader

Chances are, your company has always positioned itself with competitive claims. "Nobody beats our price"

Just because you repositioned your company doesn't mean you magically repositioned it in the minds of customers.

You'll love the *impact*  
on *membership*.

**BUSINESS**  
**INTELLIGENCE**  
REPORT



### *Does this sound familiar to you?*

Your members are demanding more benefits to justify their chamber membership dues at the same time your budget is getting smaller. You provide networking events, seminars, workshops, discounts and expos to meet their needs. In the end, most don't use these benefits, and some will quit, claiming that the chamber didn't offer enough.

These were the challenges presented to us when we talked with chambers of commerce across the country. Our company, DBH Communications, met these challenges by creating the *Business Intelligence Report*, a publication that provides business owners and managers with key information on business trends and strategies for operating their businesses more successfully. A publication developed using member feedback.

### *What is the Business Intelligence Report?*

The *Business Intelligence Report* is a nationally distributed, quick-read resource that provides business professionals with the latest strategies, news, trends and tips for today's business. Each issue contains:

- Business strategies to help your members run their businesses more effectively
- News and research from today's best business sources
- Cutting-edge trends and legislation information to keep them aware of the changing business climate
- The best ideas from business experts — ideas members can apply to their own businesses

We base the content of this report on what business owners say they want in a business publication, and we regularly conduct surveys to ensure that the report continues to meet their needs. This makes the *Business Intelligence Report* more than just another business publication — it makes it a primary reading source for business success.

### *The reason members appreciate our publication.*

One of the challenges common to business people today is that they are besieged with information and don't have enough time to read. Each month, the *Business Intelligence Report* staff does the reading for them. We analyze current information from over 150 different sources to create a concise report that keeps your members abreast of some of the most important business information available.

*A meta-study of chamber survey respondents across the country showed that an average of 79.4% said the Business Intelligence Report was a valuable part of their membership.*



*Provide a benefit that no other chamber can offer.*

Our exclusive agreement assures that no other chamber within 15 miles of your area can offer the *Business Intelligence Report*. This means your chamber will be able to offer a benefit no other chamber can touch.

*Attract new members.*

Use the *Business Intelligence Report* to help recruit new members. We allow an over-run of 150 copies each month for you to distribute to potential members.

*How does the Chamber Program work?*

When you join our Chamber Program, we'll provide your chamber with a personalized master copy of the *Business Intelligence Report* to distribute to your members each month. You can print the publication, e-mail it, or offer it on a password-protected area of a Web site to your paid members.

Depending on the size of your chamber, you will be able to provide the *Business Intelligence Report* as one of your chamber benefits for between 10 to 60 cents per member per month — an investment that should more than pay for itself in retained member dues and goodwill. We do allow corporate sponsors.

*We'll guarantee your satisfaction.*


We back our offer with a money-back guarantee. If for any reason you aren't satisfied with the *Business Intelligence Report*, we will cancel your agreement and refund your money for any undelivered issues.

*About our company...*


Since 1991, DBH Communications, Inc. has provided business owners and managers with cutting-edge business information, including: the *Kansas City Small Business Monthly* magazine; the annual *Entrepreneur's Guide*; the hardcover book, *Entrepreneurs: You Can't Afford the School of Hard Knocks*; and the *Business Intelligence Report*. In 1995, we were named the Small Business Media Advocate of the Year by our local district of the U.S. Small Business Administration.

*Want to know more?*

Call us today at 1-800-997-6743. We'll give you a free price quote and answer any questions you may have.



*One of the challenges common to business people today is that they are besieged with information and don't have enough time to read. Each month, our staff does the reading for them.*





*“The Business Intelligence Report has been one of the best benefits we have offered our members.”*

Fort Worth Chamber of Commerce

*“We consistently receive positive feedback on the publication. It’s definitely one of our most popular benefits.”*

St. Joseph Area Chamber of Commerce

*“I believe this report by itself is worth the price of our lowest annual dues.”*

Union Township Chamber of Commerce

*“It has been a real help to me and a fine service to our members.”*

Zeeland Chamber of Commerce

*“Every month, whether it is a phone call, a return email, a board meeting or a conversation in passing at an event, our members are enthused by the bountiful amount of useful information in the report.”*

Castle Rock Chamber of Commerce

*“Our members LOVE the information!”*

Perrysburg Area Chamber of Business

*“The Business Intelligence Report has ... elevated the perception of our organization by helping to solidify the chamber's value.”*

Meadowlands Regional Chamber of Commerce

*“I have heard nothing but positive feedback from members.”*

Overland Park Chamber of Commerce

DBH Communications, Inc.

PO Box 22337

Kansas City, MO 64113

800.997.6743

[www.bizintellreport.com](http://www.bizintellreport.com)

**BUSINESS**  
**INTELLIGENCE**  
**REPORT**