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9 Items for Being Competitive and Covering Every Angle

1. Be aware of newcomers -> as they can take away sales
2. Does the market include an established organization that could take away from sales?
3. Do the bigger customers have -> a better relationship with the competition?
4. Does the competition have a leg up based upon current market events?
5. Does a market segment exist in the area where the organization is behind in?
6. Is the latest customer feedback available?
7. Is it possible that customers could siphon away revenue?
8. Does another innovative technology or process exist which could affect the bottom line?
9. Is it possible competition from outside the industry could affect the bottom line?