



Blog

Compete with the big dogs— and win

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Being smaller can work to your advantage

How often have you said to yourself, “A major corporation would never want little ol’ me to produce their marketing materials.” But, as budgets tighten, a smaller company may be just the ticket. Here are a few tips to help improve your chances with the big guys.

Improve Your Self-Concept. When your self-concept is high, you act like a winner and a client feels that confidence. Listen to motivational tapes, reads articles, newsletters and blogs and attend seminars. By updating your industry knowledge, you’ll feel more confident putting your services up against larger competitors. You rock!

Raise the Glass Ceiling. As part of improving our self-concept, we must raise our expectations of our earning potential. If we *usually* earn \$40,000 per year, that may be all we expect of ourselves. And, when we reach that mark—consciously or unconsciously—our sales effort often come to a halt. Let’s rethink the ceiling to, oh, let’s say, \$400,000. After all, it’s just an extra zero!

Win by a Nose. As sales trainer and motivational speaker Brian Tracy writes in his book *The Psychology of Selling*, many horse races are won “by a nose.” So, to become more successful in your business, improve your skills to be at least a nose better than the competitors. Remember, the horse that wins the race even by a nose often claims a purse 10 times that of the other horses.

Size Matters. Ever feel you should stick with the smaller clients? A smaller client is an easier sell, right? In truth, small companies often do not have the resources to produce even a simple video. Others may not possess the industry knowledge to attach a fair value to, say, a video production: “A video costs more than \$500?” Oy vey!

Little Fish, Big Fish. Go after the big fish. Brian Tracy tells a story about the fisherman who fishes all night in shallow waters where he catches minnows. By morning, he has 50 small fish, a bucketful. Had he cast his rod into deeper waters, one big fish could have been a boatful.

Blog Ahoy. Study your competitors' websites and their interactive blogs. A well-written blog gives readers a reason to engage with you and your site. And, perhaps ask for a presentation.

Hot Potato. You've heard the stories of top-tier marketing firms that sell potential clients on an exciting strategy, then, once the deal is sealed, the marketing team disappears, poof. The new client feels like the proverbial hot potato, tossed from one inexperienced junior account exec to the next. As a smaller company, you plan lots of time for hand-holding.

Trim the Fat. As a smaller company, you have streamlined overhead: a single office location, fewer full-time employees, more remote workers, fewer supplies and other cost-saving measures. You're lean. You're mean. Sell it, baby.

Remember, being bigger did not save the dinosaurs. Be a smaller company with big ideas, boundless energy, brimming confidence and unlimited client access. And, you will compete successfully with the biggest and the best of them.