


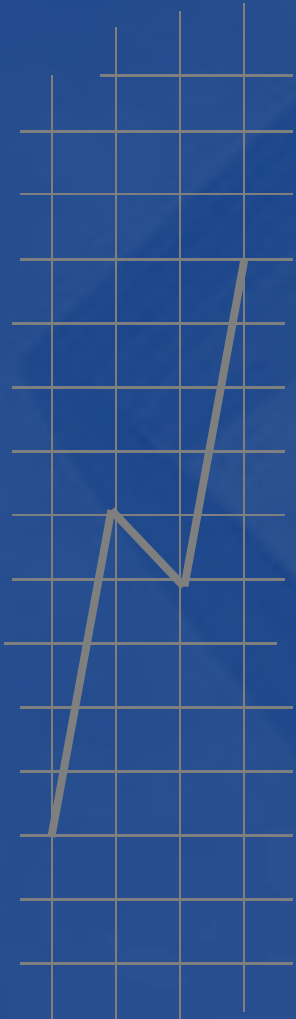
If Patton Ran Your Business

MARKETING SKILLS TRACK

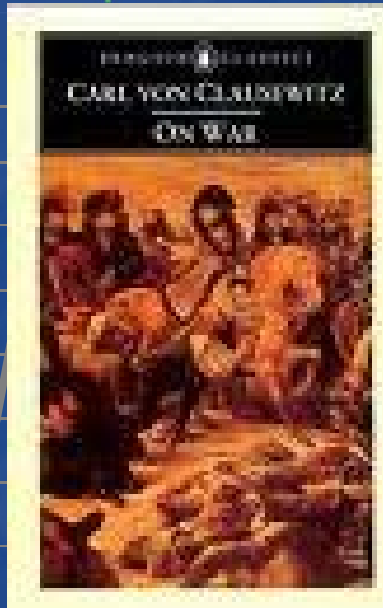
How to win the battle with your competition!



- 
- It's a war out there
 - Not just in a challenging economy, but always
 - Who is the enemy (competition)?

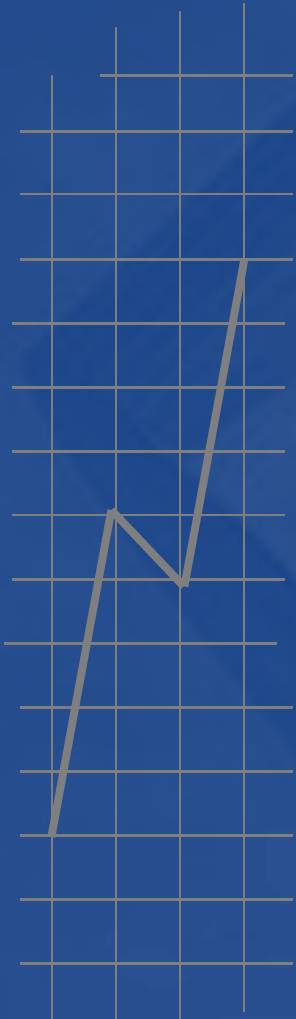


- Competition:
- Anyone, any where, any business that your customer can spend money with that could instead be spent with your business
- Anyone that can take a customer's discretionary income
- Vacation destination
- They are taking the 'bread' off of your table

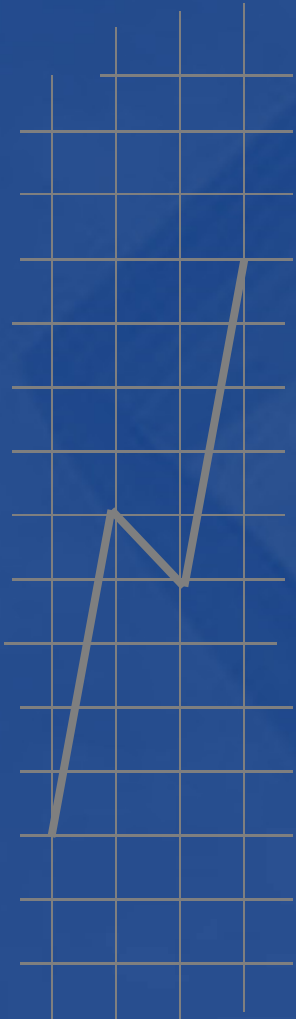


On War by Carl Philipp Gottfried von Clausewitz circa 1832



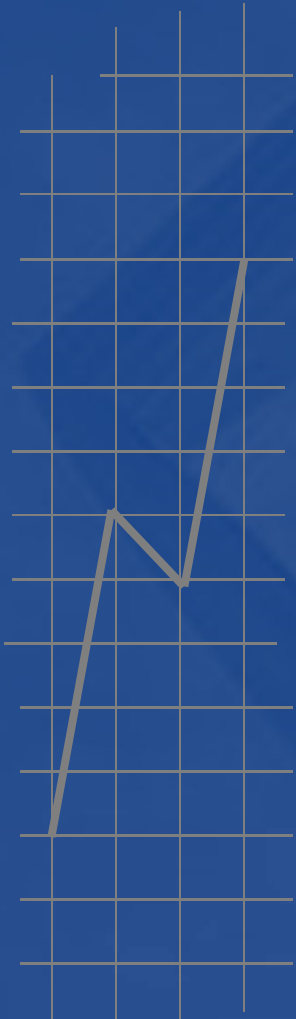


- Clausewitz said:
- What is fought over may change
- The armies may change
- Weapons may change
- Two aspects will not change
- Successful warfare is selecting the correct strategy and implementing the right tactics

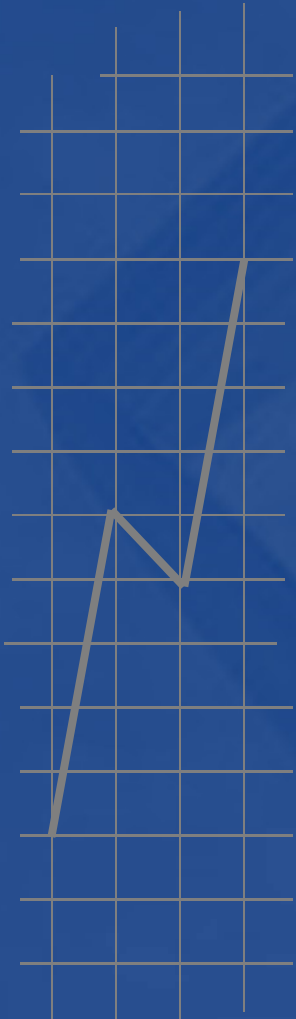


- Who better to lead us
- General George Smith Patton, Jr.
- *Battle is the most magnificent competition in which a human being can indulge. It brings out all that is best.*

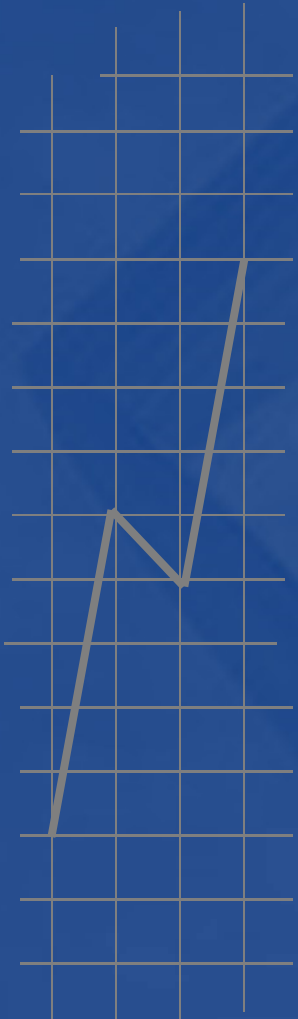




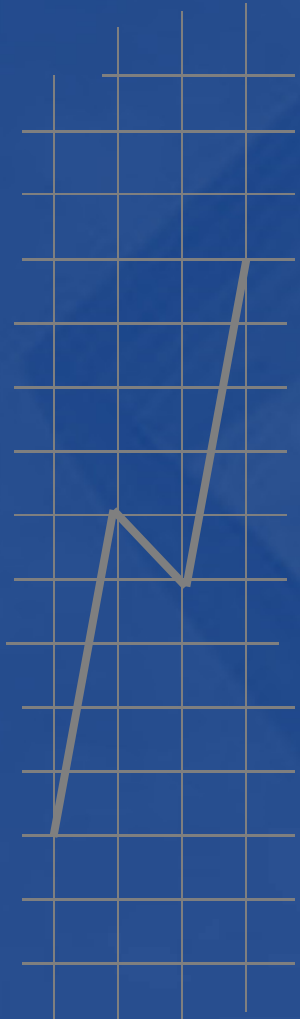
- There are two characteristics
- Strategy - A strategy is a long term plan of action designed to achieve a particular goal, most often winning. Strategies are used to make the problem *easier* to understand and solve.



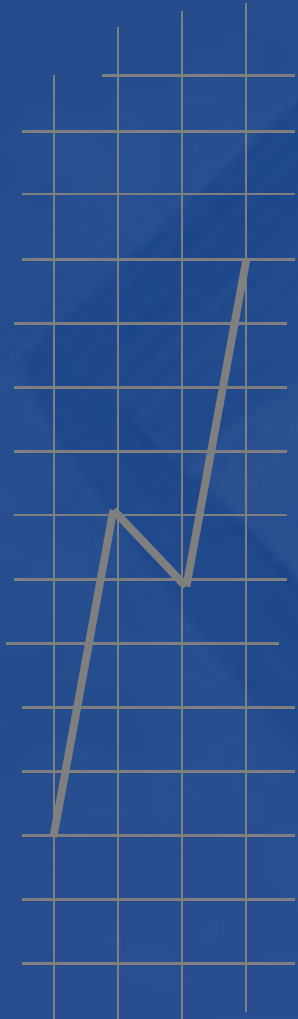
➤ Tactics - A tactic is a conceptual action used to implement a specific strategy and achieve a specific objective, or to advance toward a specific goal.



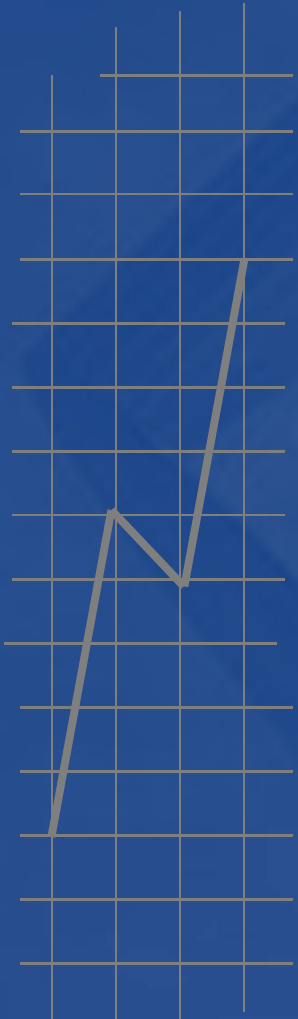
- Clausewitz's strategies
- **Defend a position**
- Attack their position
- Flank their position
- Stage a guerilla attack



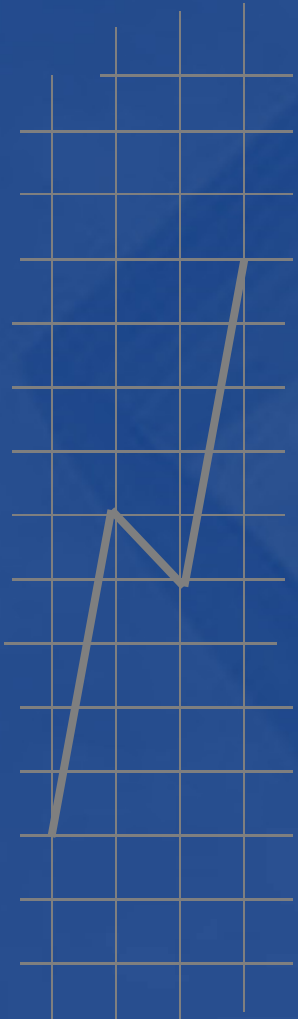
- What determines a strategy?
- Size of business?
- Age of business?
- Market share?
- Money available?
- Creativity?
- Distance to competition?
- Other considerations?



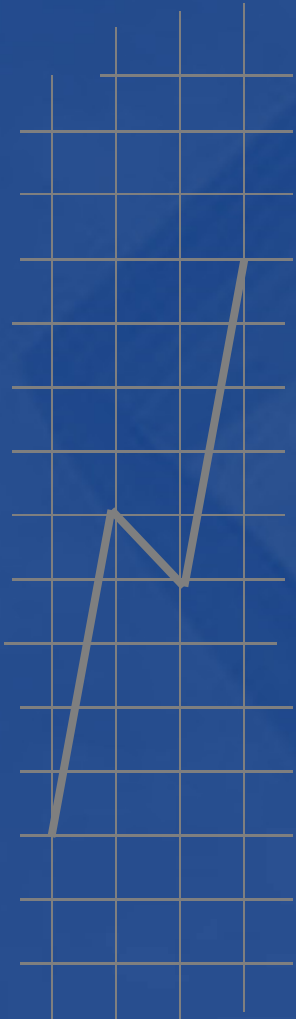
- 5 point defensive strategy
- Only the market leader should consider playing defense
- The best defensive strategy is the courage to attack yourself. Attack your weak spots and rebuild yourself anew.



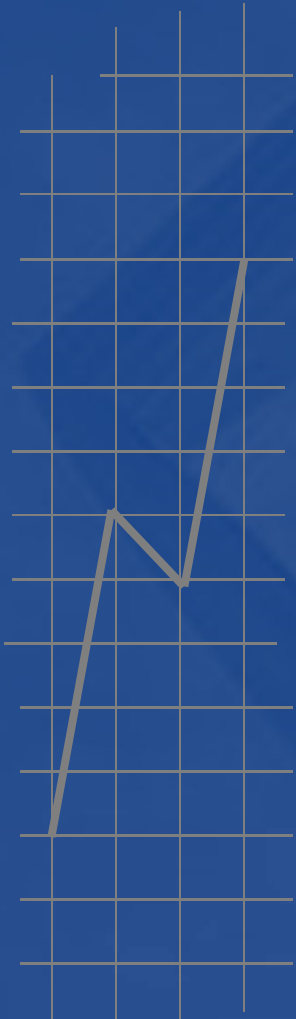
- Strong competitive moves should always be blocked. Always counter an attack with equal or greater force.
- Defend every important market.



- Be forever vigilant in scanning for potential attackers. Assess the strength of the competitor. Consider the amount of support that the attacker might muster from allies.



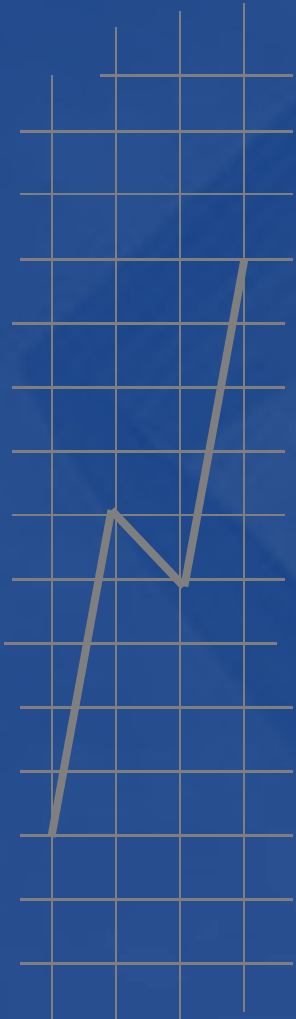
- Who defends?
- Hertz
- Coca-Cola
- Wal-Mart
- Mercedes-Benz

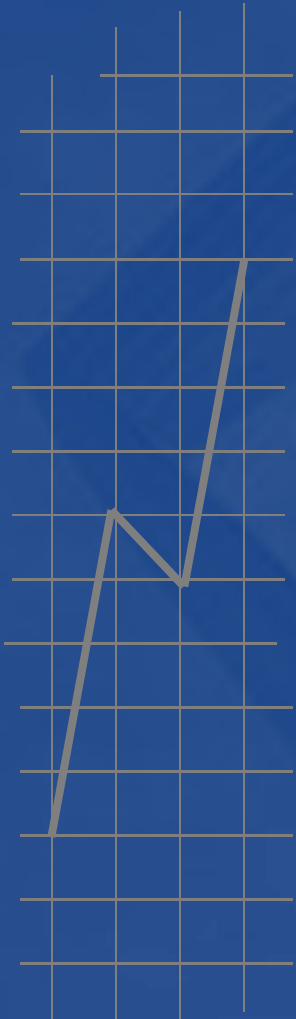


➤ *When a man is lying in a shell hole, if he just stays there all day, a German will get to him eventually. The **** with that idea. My men don't dig foxholes. I don't want them to. Foxholes only slow up an offense. Keep moving. And don't give the enemy time to dig one either. Patton*

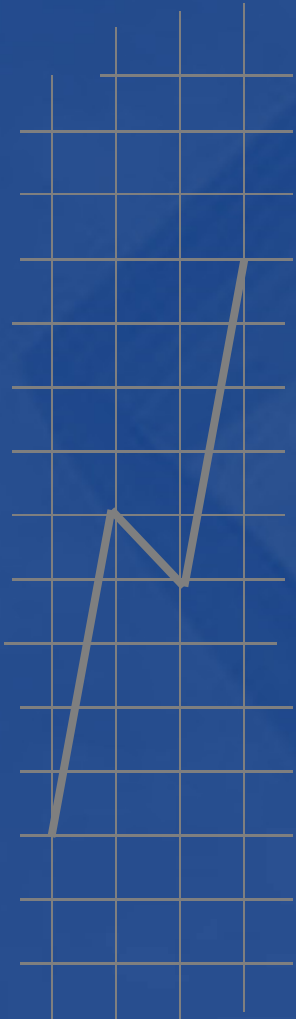


- Defend a position
- **Attack their position**

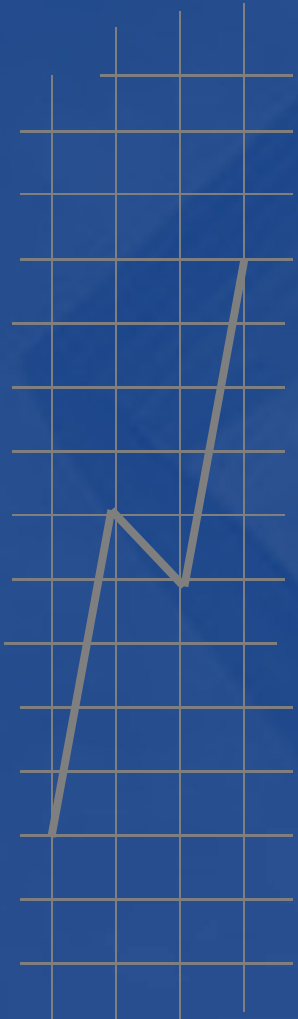




- 4 point offensive strategy
- Find a weakness in the leader's strength and attack at that point. Consider how long it will take for the target to realign their resources so as to reinforce this weak spot.

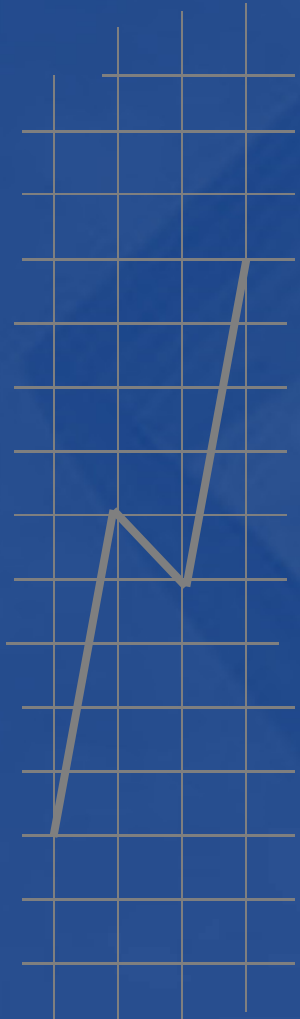


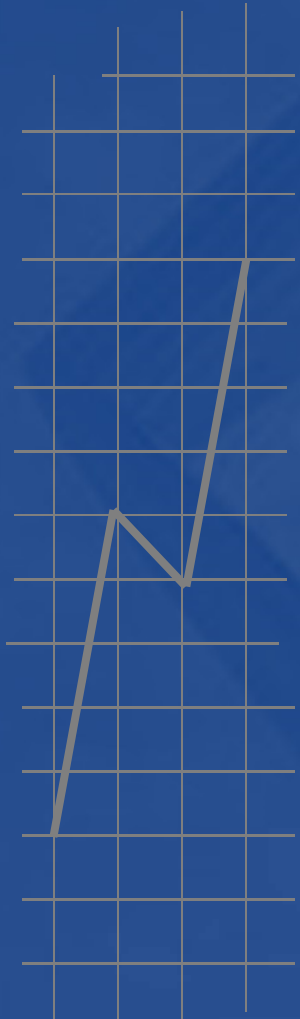
- Launch the attack on as narrow a front as possible. Whereas a defender must defend all their borders, an attacker has the advantage of being able to concentrate their forces at one place.



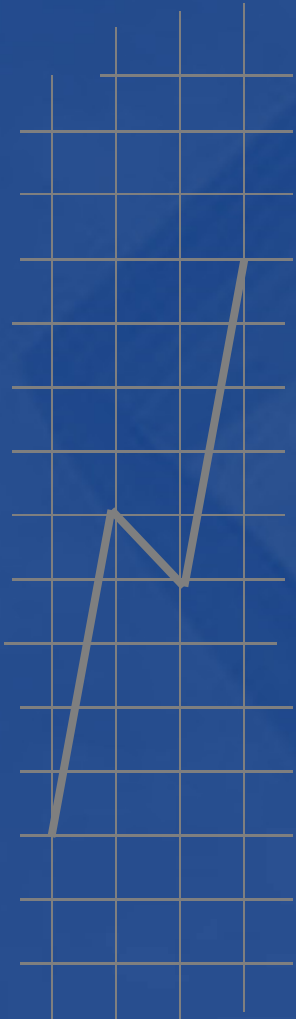
- Launch the attack quickly. The element of surprise is worth more than a thousand tanks.
- The main consideration is the strength of the leader's position.

➤ *If everyone is thinking alike,
then somebody isn't thinking.*
Patton

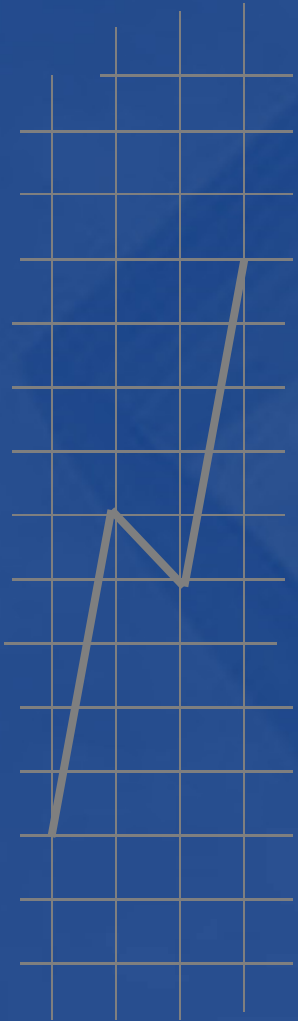




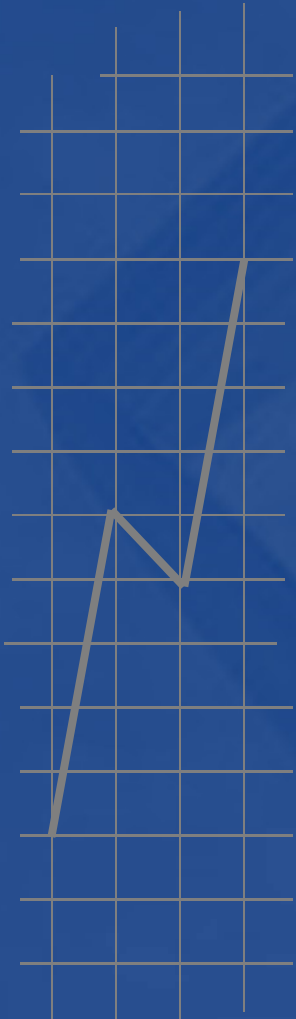
- Who plays offense?
- Avis
- Pepsi
- Target
- Lexus



- Defend a position
- Attack their position
- **Flank their position**

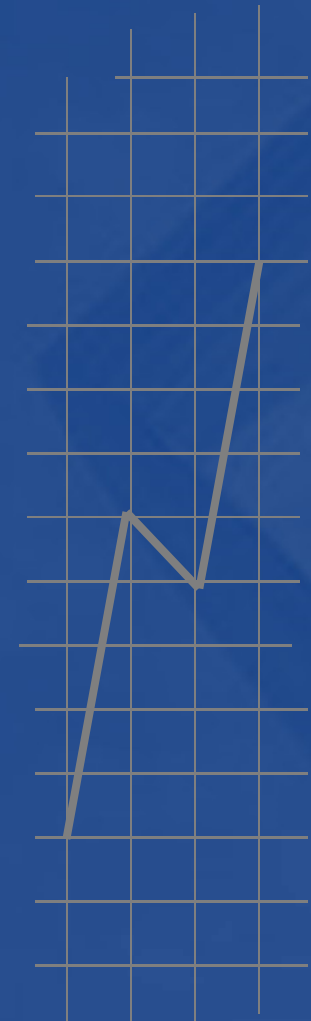


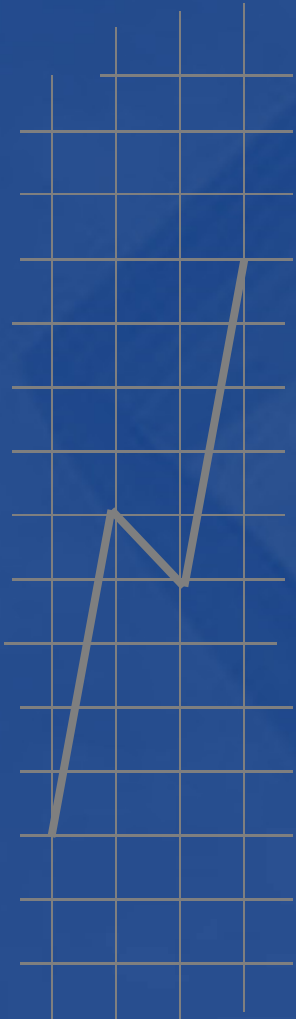
- 4 point flanking strategy
- A good flanking move must be made into an uncontested area that is not the center point for the defender
- Tactical surprise ought to be an important element of the plan



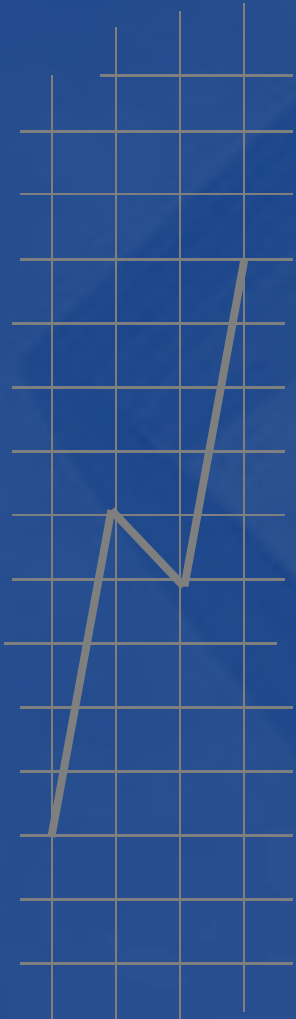
- The pursuit is as critical as the attack itself
- Niche – advertising, customers, market

➤ *Some fool once said that flanks have got to be secure. Since then, *** all over the globe have been guarding their flanks. I don't agree with that. My flanks are something for the enemy to worry about, not me. Before he finds out where my flanks are, I'll be cutting the ***'s throat.*
Patton

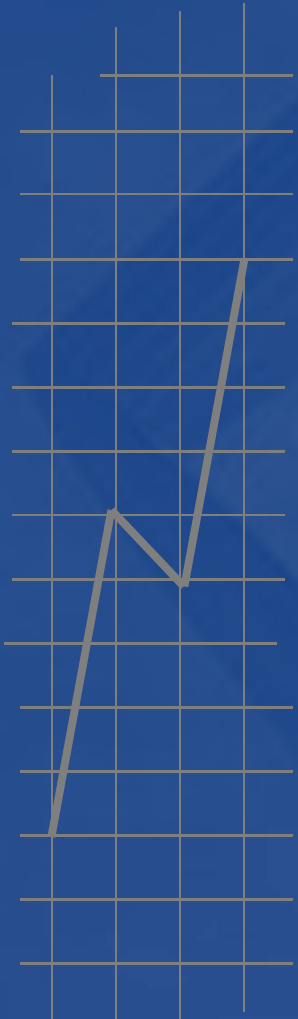




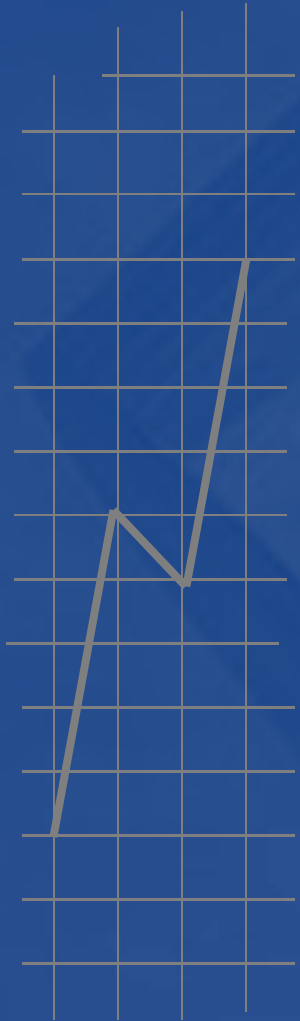
- Who can flank?
- Enterprise
- 7 Up
- Dillards
- BMW



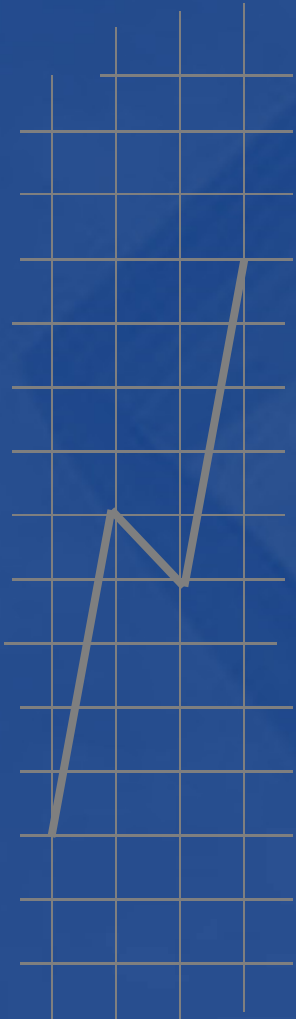
- Defend a position
- Attack their position
- Flank their position
- **Stage a guerilla attack**



- 6 point guerrilla attack
- Find a segment of the market small enough to defend
- No matter how successful you become, never act like the leader
- Be prepared to bug out at a moment's notice

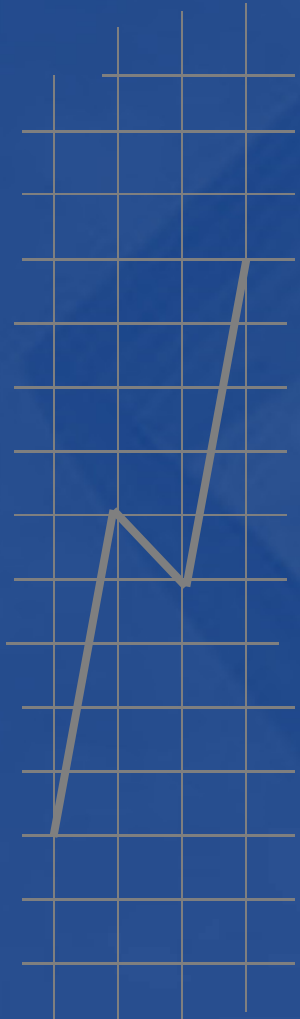


- You invest time, energy and imagination – not necessarily a lot of money
- Measured in profit – not sales
- Viral marketing

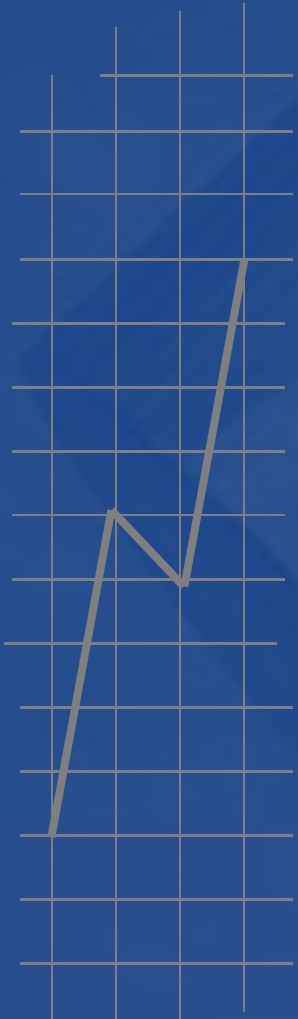


➤ *One does not plan and then try to make the circumstances fit those plans. One tries to make plans to fit the circumstances.*
Patton

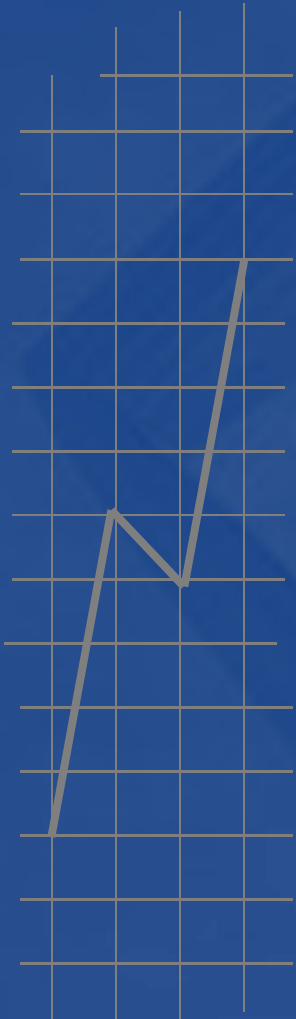




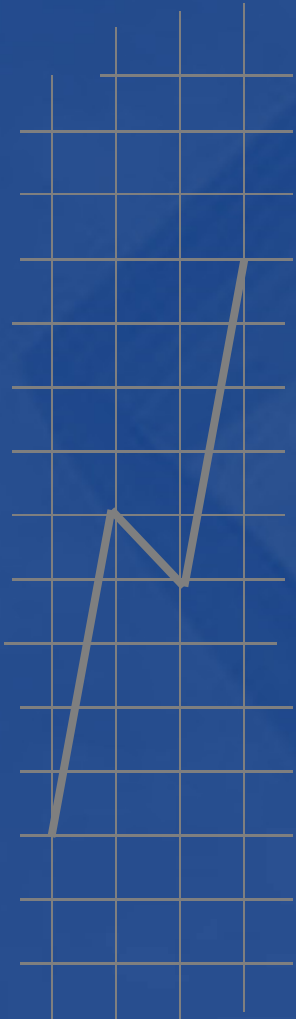
- Who can guerrilla attack?
- Rent a wreck
- Mountain Dew
- Any specialty store
- Volvo



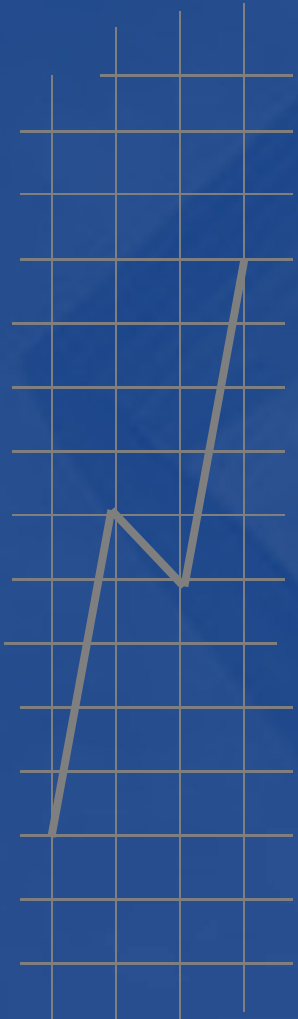
- Determine a strategy
- Strategy - A strategy is a long term plan of action designed to achieve a particular goal, most often winning. Strategies are used to make the problem easier to understand and solve.



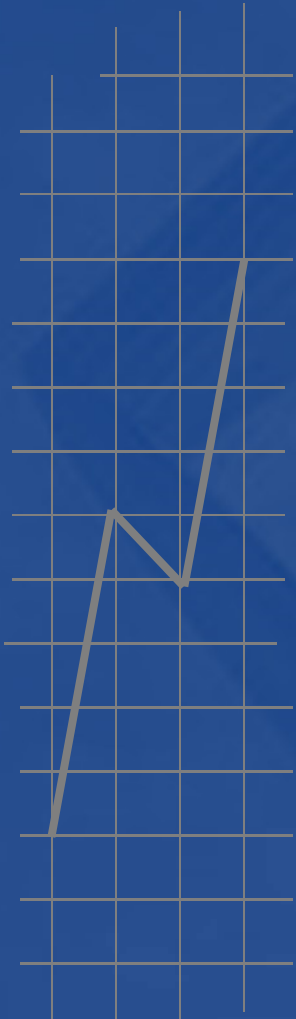
- Who is the/a
- Fast food defender
- Fast food offense
- Fast food flanker
- Fast food guerrilla



- Who is the/a
- Beer defender
- Beer offense
- Beer flanker
- Beer guerrilla

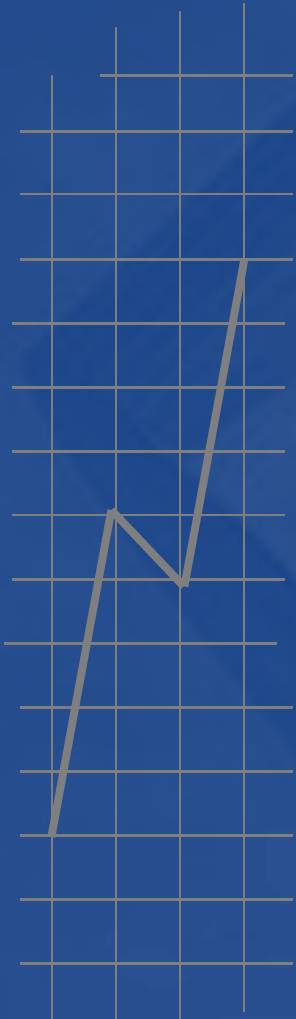


- Which of the four is your strategy?
- Defender
- Offense
- Flanker
- Guerilla attacker

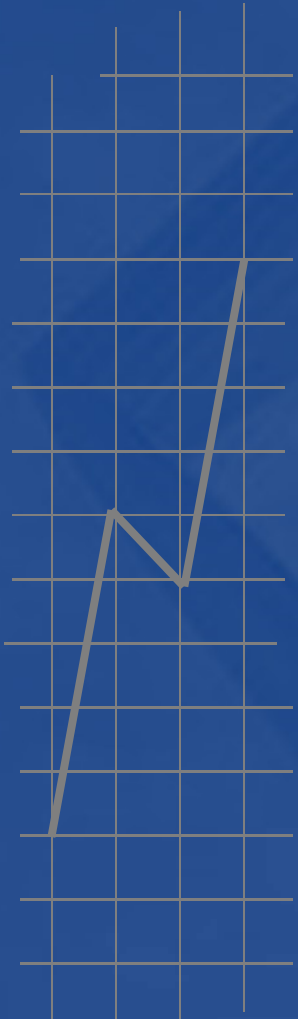


➤ *"There are three ways that men get what they want; by planning, by working, and by praying."* Patton

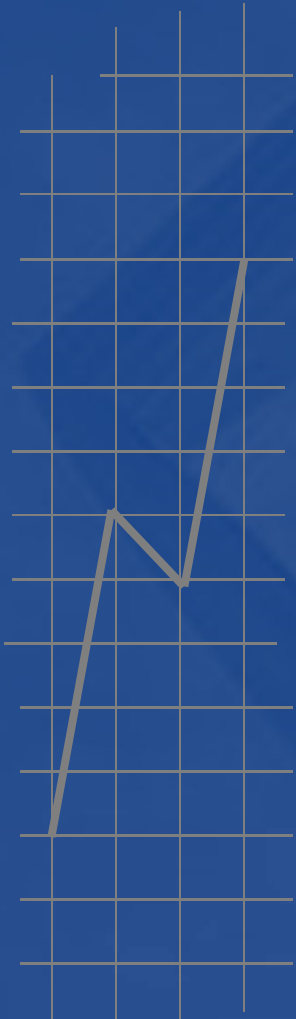




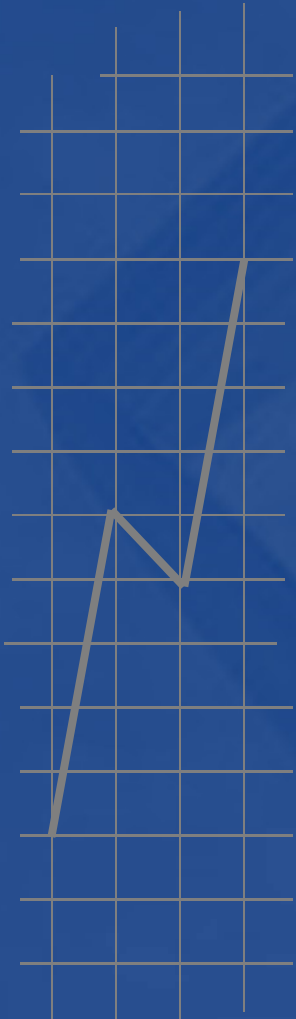
- Determine a tactic
- Tactics - A tactic is a conceptual action used to implement a specific strategy and achieve a specific objective, or to advance toward a specific goal.



- For the fast food providers, determine a tactic to:
- Defend
- Attack
- Flank
- Guerrilla attack

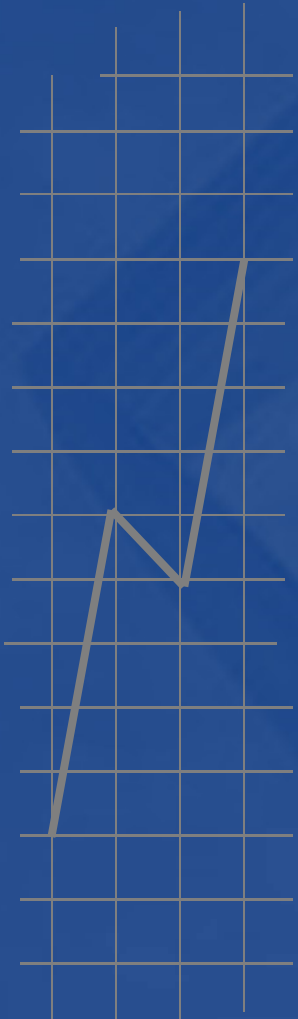


- For the beer producers, determine a tactic to:
- Defend
- Attack
- Flank
- Guerrilla attack

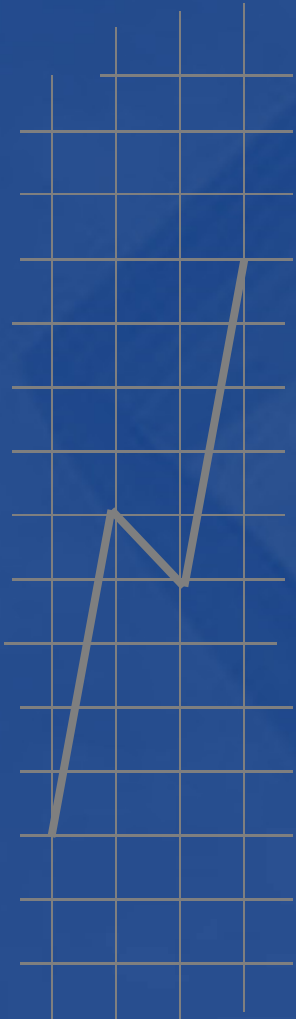


- *You can't beat them without knowing them*
 - *Rommel, you magnificent ***! I read your book!*
- Patton

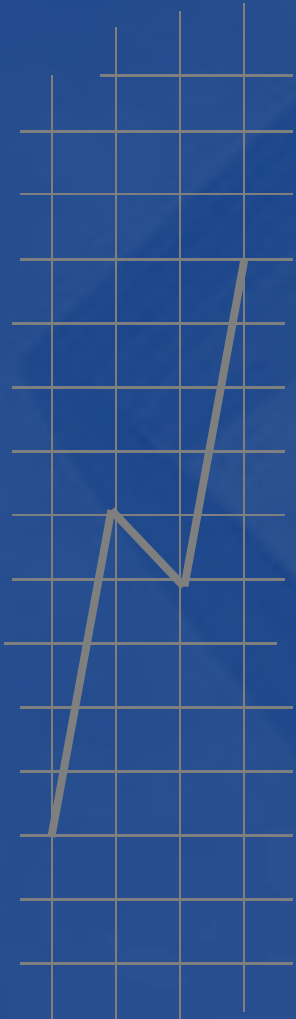




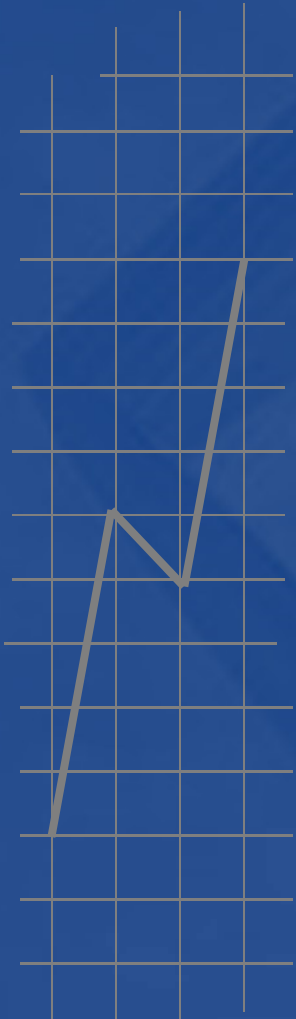
- Locally, who are your four players
- Defender
- Offense
- Flankers
- Guerilla attacker



- What is your business reputation?
- Do you build on that reputation or do you change?

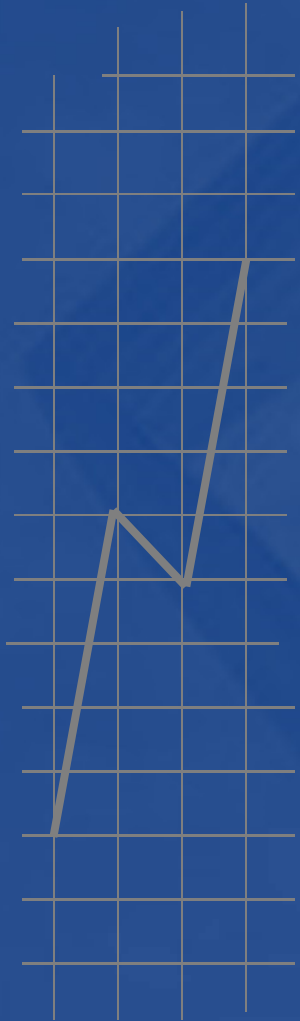


- What are your tactics?
- When you choose to defend, attack, flank or be a guerilla; how will you do it? What are your tactics?



- In competing for the customer's dollars, how are the non-industry competitors asking for the money?
- To know if you have 'won', how are you going to measure your success?

➤ *A good plan violently executed now is better than a perfect plan executed next week.*
Patton





Closing Points

Text Profitsplus to 22828 to receive the e-ret@iler newsletter and invitations to attend our monthly e-ret@iler conversations – both at no charge!



*Accept the challenges so
that you can feel the
exhilaration of victory.*

Patton

