

# THE STICKING POINT SOLUTION

## 9 Ways to Move Your Business From Stagnation to Stunning Growth In Tough Economic Times

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**JAY ABRAHAM** is widely described as America's #1 marketing expert. He has consulted with more than 10,000 clients in over 400 different industries over the past twenty five years. Mr. Abraham is the founder and CEO of his own consulting company, the Abraham Group, Inc. He has won praise from *USA Today*, the *New York Times*, the *Los Angeles Times*, *Washington Post*, *Entrepreneur* magazine, *Success* magazine and *Inc.* Mr. Abraham specializes in solving practical marketing problems and finding innovative ways to increase bottom line profits.

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**MAIN IDEA**

Healthy businesses grow their revenues and profits year to year. The numbers never lie – they are a key indicator you’re running a successful business. And that growth should be continuing, even if we are in very tight economic conditions. If you’re not growing at the present time, it may be because you’re stuck at your present performance levels, for better or for worse. It’s time to get moving onwards and upwards and to grow your business, even in tough times.

There are nine major areas which frequently form “sticking points” or performance barriers for companies. These are:



Figure out which particular sticking points are affecting your business today and do something about overcoming those bottlenecks and you get back on track for superior performance in the future. You can and will thrive even in a bad economy.

	Problem	Solution	
<b>1</b> Competition	Your competitors might not have a better product than you but they may currently be better at positioning, marketing and selling.	Engineer and then implement some authentic and innovative new marketing ideas. Do something better to preempt your competition.	Page 1
<b>2</b> Low Sales Volume	You may not be selling enough product, to enough people and with sufficient frequency for your business to be viable and profitable.	Change the game you’re playing from one you’re not winning now to one you will win in the future. Do this by changing sales tactics.	Pages 2-3
<b>3</b> Erratic Volumes	You might have erratic and unpredictable business volumes at the present time. These can make advance planning difficult.	Develop a migration strategy which advances and enhances the relationship you have with buyers, referrers and endorsers.	Pages 3-4
<b>4</b> Poor Strategies	You might be spending 80 percent of your time on business activities which are nonproductive and nonstrategic.	Multiply your effectiveness by becoming more strategic – leverage your time on the three to five activities which add the most value.	Page 4
<b>5</b> High Costs	You might be stagnating because your costs are so high they are eating up and absorbing all your business profits.	Measure and track the return on investment generated by all business activities, especially marketing. Then do more of what works.	Page 5
<b>6</b> Status Quo	You might feel stuck – doing the same things the same way as everyone else in your industry. You’re stuck in a rut and can’t move forward.	Stop doing what’s not working and find out what does by testing and measuring results. Come up with breakthrough solutions and ideas.	Pages 5-6
<b>7</b> Marginalization	You might think you’re selling a comparable product to everyone else in the marketplace and therefore you have to compete on price.	Come up with original ways to distinguish yourself and your product by adding value. Stand out and become preeminent.	Pages 6-7
<b>8</b> Poor Marketing	You might feel locked in to mediocre marketing by force of habit, imitating your competition or following traditional patterns.	Become a superior marketer. Show the marketplace in powerful ways you solve problems and fill voids better than anyone else.	Page 7
<b>9</b> Do-It-Yourself	You might be bogged down because you’re trying to do too much yourself rather than delegating, outsourcing or partnering.	Start leveraging the talents of others so you can come up with a collaborative approach which is demonstrably better than an individual effort.	Page 8

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