Bright Cherry

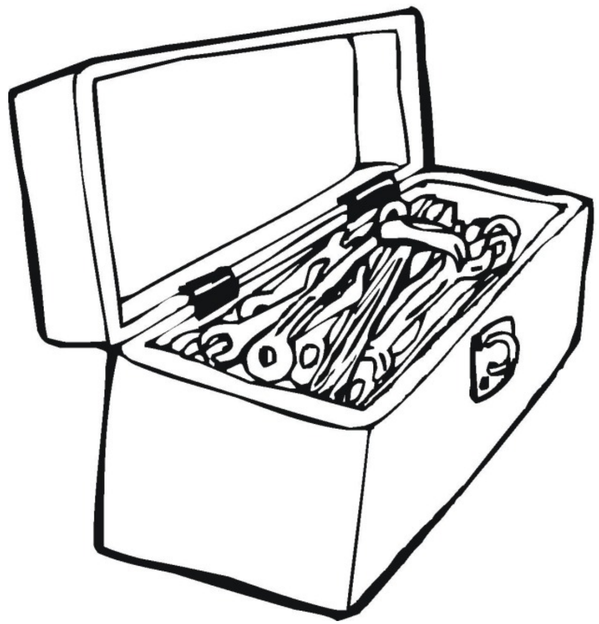
Your Market Positioning Resource

www.brightcherry.com.au

Your high value strategy

Bright Cherry

This tool has been designed to help you position yourself on the market by connecting with your high value customers and improve your profitability.



- Remember, you are after the HIGH VALUE type of customers who really appreciate the unique high quality service that you provide.
- You want LOYAL CUSTOMERS who stay with you through the good and sometimes also through not so good times and customers who RECOMMEND you to others.
- You are NOT after customers who only come to you with coupons and discounts, who constantly want to price match and then you never see them again.
- Follow the template and fill it out thoroughly. If you use this tool properly, it will change the way your business operates and will have a STRONG POSITIVE IMPACT ON YOUR BOTTOM LINE.
- This tool has been tested in hundreds of other businesses and IT WORKS. Find out for yourself.

Your positioning on the market

Bright Cherry

Your business success relies on how you position yourself on the market. You need to weigh out the balance between customers, your competitors and what's good for your business in a long run.

Your Customers

- We often think that we know our customers well but hardly ever we understand what makes them tick.
- Describe in detail who they are

Your differentiation

- You are different from the large players on the market and only you know what makes you unique. You know what they do wrong and what you do right.
- Clarify it in detail.

Do good for your business

- Many small businesses think that discounting, coupons, packages and specials are the only way to go. But often, it's not the right thing for the business and it doesn't help you sustain it
- What is it that your business needs?

Bright Cherry

Join my success club now to make the most out of your business.

What's inside the Success Club

The Bright Cherry Business Success Club gives you access to a wide range of success strategies that will help you build or improve your business. Here are some examples:

- How to position your business on the market
- How to get more high value customers
- How to scale
- How to handle reviews
- How to optimise and improve efficiency
- Where and how to start
- How to improve selling skills
- How to get more out of your advertising
- How to build a website in 4hrs
- How to automate
- How to understand what your customers want
- How to price your products and services

and much, much more...

www.brightcherry.com.au