

Competition And Cooperation: A Great Combination

The spirit of competition has nothing to do with working against one another. It is not about putting your competitor out of business and it certainly has nothing to do with cut throat, underhanded or malicious business practices. Competition is about keeping prices fair, and service dependable. It is about ensuring quality control, and accountability. Frankly, competition keeps businesses honest. The attitude that competition is about putting "John or Jane Doe" down the street out of business is nothing more than an ego trip not worth taking.

In a community like Kirkland Lake, it is important for business people to work together and not against one another. If you do not have what your customer or client is looking for do not be afraid to recommend someone else in the community that does have it; especially, if you are aware that the product or service is available. One of the reasons that people shop out of town is that they were not aware the product or service was actually available to them in their own community.

As a business person it is important that you know what is available in your community and how the consumer can get access to it. For example, if you are working the front desk at a motel and a guest asks you where he can purchase socks you should be able to tell him who sells socks in the community and where the store is located. What if a customer buys a picture frame from you and wants it engraved? If you do not offer the service are you at least aware of who does offer that service. Remember, if you can help customers find what they are looking for they will probably come back to you again. Because, they will know their needs are your priority.

You should also avoid sending your customer on a wild goose chase. Be sure to make to make the clients experience as convenient as possible. If someone is looking to purchase an item immediately and you are out of stock, try picking up the phone and asking John or Jane Doe if they have the item available. If it is available send the customer their. You may not have made that particular sale but you can be guaranteed the customer will return.

We should not worry that our neighbor up the street is making the sale. Rather, we should be pleased that the dollar is being spent in Kirkland Lake and not elsewhere. There are many reasons why people purchase products out of town, but being unable to find a service or product that is available should not be one of them. Especially, when the client wants to and is willing do business locally.

As business owners we have to make some choices. We can choose to work against each other and undermine one another to the detriment of our entire business community. Or we can choose to work together in a manner that will ensure the future success of each and every one of our businesses. We must set ourselves apart from other communities by making shopping and doing business in Kirkland Lake a rewarding and enjoyable experience. We need to work together to foster an environment that is consumer friendly because the bottom line is that our customers are our bottom line. You might be the greatest dentist in the world, the best interior designer, the most talented website developer, or you may be a superb salesperson, but remember that without customers you are nothing