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Consulting Services, LLC



*Bringing effective **insight**
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Open Line

Guest,

Welcome to:

Tips for Staying Ahead of the Recovery

Presented by
Lighthouse Consulting Services, LLC



Featured Guest:

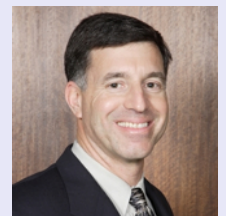
Victor Cheng
Business Coach, CEO Coach

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Website: www.VictorCheng.com/freebook

Host:

Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of *Cracking The Personality Code*

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- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance



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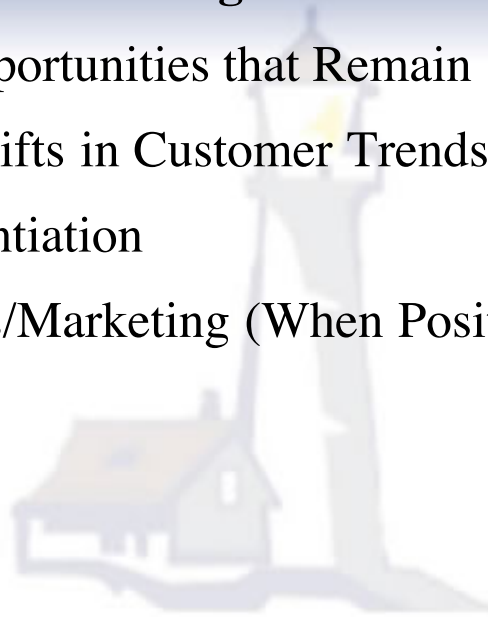


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Strategies for Thriving in the Flat Recovery

1. Focus on the Opportunities that Remain
2. Piggyback on Shifts in Customer Trends
3. Extreme Differentiation
4. Aggressive Sales/Marketing (When Positioned Properly)



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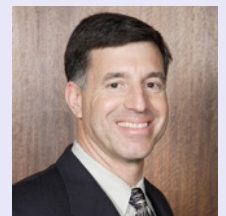
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Strategy #1: Focus on the Opportunities that Remain

1. There's Still a Lot of Money Out There (Go Find It)
2. Beware of the News Media
3. Adapt or Die



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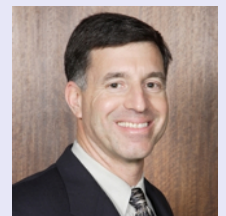
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Strategy #2: Piggyback on Shifts in Customer Trends

- * Fortune Magazine
- * Sign Company



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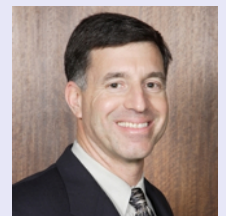
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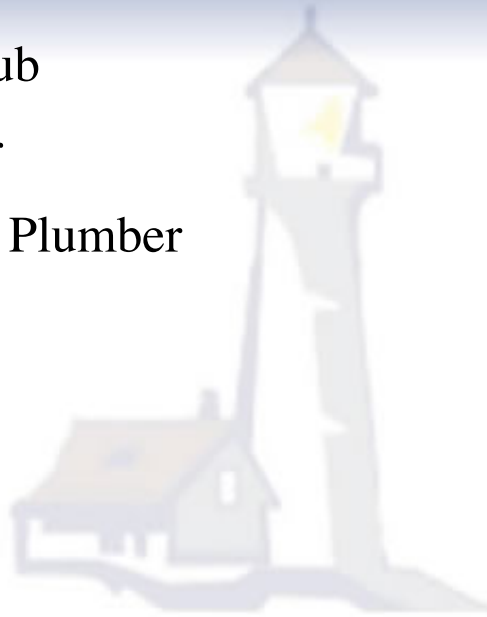


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Strategy #3: Extreme Differentiation

- * Costco / Price Club
- * Punctual Plumber
- * Great Depression Plumber



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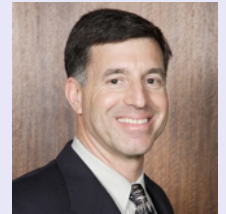
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Strategy #4: When Properly Positioned, Be Aggressive in Sales/Marketing

- * Dominos
- * First Extreme Differentiation
- * Then Aggressive Sales & Marketing



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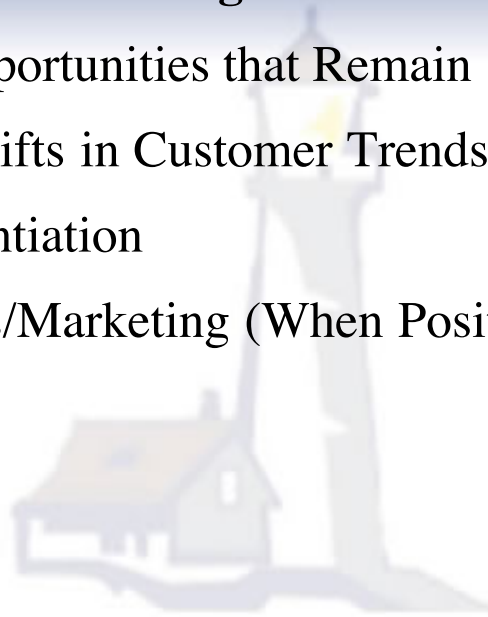


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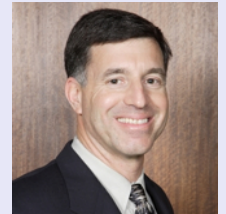
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Thank you for attending our Tips for Staying Ahead of the Recovery

[Click Here](#) to contact our Featured Guest directly.

Click on [this link](#) to sign up for our upcoming Open Line:
'Leadership: How to Listen to Your Inner Compass'.

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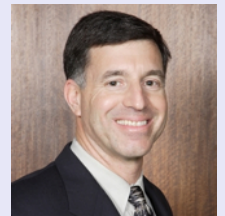
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