

# The Opportunity is Now

## Shirlaws International Conference 2009

### Client Review

mercatormedia<sup>3</sup>  
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The Opportunity is Now or Deep vs Wide with Alexander the Great

The conference message was clear, businesses do not have to be passive victims of recession.

So what did I take away with from the Conference to help Mercator Media? Just to help focus, the next day I had a Board meeting followed by an all-staff meeting to discuss performance and the recession.

#### 1. Define our Value Proposition

We need clarity of our Value Proposition to help clients understand why they should spend their finite marketing resources with Mercator. Exactly, in a sentence for each, what are we selling in terms of product, its packaging and the actual result or output? How are we adding value to our customers business?

#### 2. More Clients

We need to sharpen and focus our recession product or entry offering. Now is the time to ensure that we attract as many new or non-active clients as possible. In our case, the low cost offering is classifieds and on-line directories. These have the added benefit of not being low margin. At the moment, we still have an over-reliance on selling our higher cost, 'boom' offerings.

#### 3. Maintain Relationships

Like most companies, we are currently pressing our clients for payment, suppliers for extended credit and staff for everything. Maintaining these vital stakeholder relationships to make the most of the recovery is essential. We need to talk to them in a planned and regular way and not just when we think of it.

#### 4. Capacity & Preserving Resources

We should only use resources on things that give the business energy. This might be a bit conceptual but I have found that in context, I get it. It also gives a contextual feel to decision making which can help staff understand.

**The facilities at the Grove are superb, the Shirlaws team were engaging, interested and fun. Meeting other business owners in such a rich environment was stimulating and thought provoking. There is a velocity to the whole occasion.**

..and Alexander the Great? Don't line up wide with only fifty thousand men to face Darius's million. Go sharp and deep, step sideways when you have to. Focus the troops with clarity for the task at hand, 'Kill Darius'.

Andrew Webster  
Business Owner  
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**Shirlaws**  
Love business.