

Title:

Four Steps to Being 'King of the Economic Jungle'

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Summary:

To compete in today's economic jungle, you need to embrace change and respond to it better than

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Article Body:

To compete in today's economic jungle, you need to embrace change and respond to it better than

Therefore, if you want to survive and prosper in today's marketplace, you need to anticipate your

To position yourself advantageously, learn as much as you can about your client, because he or she

Below are suggestions for how you can be different and gain the competitive edge.

1. Be different: Fire your clients. To strengthen your business, keep only the clients with whom

2. Be different: Make a personal visit. Clients are the center of your business, and e-mail or

potential customers. There is no substitute for the firsthand information you will gain from a

3. Be different: Have the right attitude. Your clients' power resides in their level of contentment

4. Be different: Learn from failure. A strong leader takes responsibility for failure and uses

When you get to know your clients and treat them like your No. 1 priority, you'll capture the

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