

23. HOW TO ANALYZE YOUR COMPETITORS

You must be able to assess the strengths and weaknesses of your adversary for the purpose of *learning his business plan, taking his customers, and putting him out of business.*

Naturally, this will all be done on an amicable and friendly basis without creating hostilities or enemies.

However you should always remember that you are in business to make money and NOT in business as a social endeavor.

There are a series of NECESSARY questions to have answered to accurately assess your opponent. REMEMBER, this is a competitor that is more than willing to take food off of your table.

This 17 question series will cover all areas necessary to completely dominate your market.

*YOU WILL KNOW HOW TO SET UP FILES
on each competitor, which will help guide your sales
and marketing campaign.*

**THIS MUST READ SECTION
is of utmost importance.**

**You will always have competitors and you will always have to
sell and market your hearing serviced.**

**If you need help just call us at:
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or

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We are here to help !