



TheGredeCompany

30-SECOND MARKETING TIP



Q, S & P

Quality, service, and price -- pick any two out of three.

But only two.

Naturally, your customers demand all three. But provide all three for very long, and you'll soon be out of business.

McDonald's doesn't try to sell fresh Maine lobster (with large fries and a soft drink) for \$3.99.

Nor does Chef Pierre's try to sell its steak dinner at McDonald's prices. If they did, both would lose money on every customer, and soon be out of business.

Likewise, customers will soon become disenchanted with any firm that only offers one out of three (imagine McDonald's without the fast service). They won't be customers very long.

Choosing which two out of three best suit your company is critical to establishing your place in the market.

www.TheGredeCompany.com