

You're receiving this email because of your relationship with Aspire Consulting, Ltd.. Please [confirm](#) your continued interest in receiving email from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.

Aspire Consulting, Ltd.

Aspire... Higher



Inside This Issue... October 2011

- *Tip of The Month*
- Aspire: Alphabetically Speaking
- Sustainability
- Food For Thought

Aspire: Alphabetically Speaking

(T)Talent: according to dictionary.com, a special natural ability or aptitude or a capacity for achievement or success.

Aspire Consulting helps people understand their natural talents and discover the expanding possibilities when applying them at home and at work. Employees working in their strengths maximizes effectiveness and efficiency for businesses and organizations creating success for all.

[More Info about Aspire Consulting](#)

Tip of the Month

Sell To Your Target Customers

It also goes against our nature to narrow your focus in order to increase the size of a business. Common sense tells us if we want our business to grow, we need to appeal to more people.

In reality the opposite is true. When we narrow our focus to a particular group of people, we become an expert in solving their particular problems. If we get to know them very well, we can develop additional products and services to fill their needs. So how do you decide to whom to market?

Following are five tips:

1. Identify the type of companies that can MOST benefit from what you have to offer.
2. Identify those companies or individuals whom you would most enjoy helping or working.
3. Identify the type of companies that will be easiest to reach.
4. Of those easy to reach, identify those who KNOW they have the problem you can solve and are LOOKING for a solution.
5. Lastly, don't over-think it. Listen to your gut, pick a group you feel you can really help, and proceed with the development of your marketing plan. Marketing is a fluid process. The important thing is to start. You can always refine your audience and your plan later as you learn more.



Aspire Consulting, Ltd.

Wouldn't it be great to work with a company that listened to you, understood your pain and implemented solutions that not only solved those things that keep you up at night now, but give you and your team the ability to continue your success?

Our customers develop a clear vision for where they want to take their business and know how they are going to get there. Their employees develop and apply the attitudes, skills and knowledge needed to accomplish the plan.

The benefits to our customers include:

- Increased Internal and External Customer Loyalty
- Improved Profits
- Improved Productivity
- Improved Performance and Quality of the Services they Deliver

The Aspire Advantage:

- We are deeply rooted in our communities and are here to stay
- Once a customer always a partner for long term success
- We are part of a group of senior executives that give us access to the best in research, industry experts, tools and technical support