

Whether You Believe You Can or Can't, You're Right!

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“You can do anything you set your mind to”; “Don’t take no for an answer”; “The dictionary is the only place where success comes before work”; “Just do it”; “Your attitude, not your aptitude, will determine your altitude”; “Leave no stone unturned.”

We hear these motivational quips on a daily basis, so often that they seem contrite and easily dismissed. The thing is... every single one of them holds true. Needless to say, we have all been experiencing the worst economic downturn of our lives for the last few years. We read, hear and talk about it every day but I’m here to tell you that the only thing standing in the way of your business’ success is yourself if you believe that there are not numerous opportunities out there in our own industry. I know these are strong words but they are not meant to insult. The doom and gloom and hand-wringing are unnecessary and serve only to limit our potential.

I see numerous companies who are having success. Some are even seeing unprecedented growth. Every single one of them is doing something they have never done before. And no, I’m not talking about working outside the scope of their license. I’m talking about partnering with a manufacturer and becoming an expert on marketing, selling and installing their products. I’m talking about making use of all of the free or low-cost marketing now available. Some are simply identifying opportunities in the backyards they are already in every day and developing relationships with other contractors qualified to do the work. Others have embraced changes in our industry and are finding opportunities instead of seeing a roadblock. Don’t get me wrong, if you disagree with a law or code, join the FSPA and fight for what you believe in! (Sorry for the shameless plug!)

But seriously, as I sit here at my desk, I see no less than a half-dozen opportunities that almost anyone could work and profit from. There are distributor and manufacturers reps just chomping at the bit to help you grow your business. But you have to believe and be willing to make the effort to get outside your comfort zone.

Don’t be afraid to offer upgrades! The worst thing they can do is say no. I can’t tell you how many homeowners I have talked to that were upset when they found out they could have had a wireless remote, a water feature or a nicer deck. Many contractors have told me that they don’t want to pressure their customers or that they are afraid they will lose the deal in these price-sensitive times. Go inside their homes and tell me how big their flat screen TV is. Better yet...how many they have. How long did they stand in line to pay \$600 the first day the iPad came out? People camped out overnight! When you go to the store to buy a widget, they have \$15 widgets, \$25 widgets and \$40 widgets. You choose. One thing is certain, if they don’t know there is a \$40 widget, they won’t buy one! Zig Zigler said, “People don’t buy for logical reasons, they buy for emotional reasons.” Push their buying buttons...you have more to lose by not trying.

If you are content to accept things the way they are, do nothing. One definition of insanity is doing the same thing over and over again and expecting a different result! Challenge yourself to identify and pursue just one new opportunity. “The odds of hitting your target go up dramatically when you aim at it.”