

## Collection Services Inc.

Successful marketing to federal, state, and local government is the same as marketing to major firms in the private sector. Therefore, if -----wants to get a leg up on its competitors in these segments it must provide a feature in its product that will not only separate your firms from your competitors, but give you a leg up, that will distinguish your from your competitors, but enhance your bottom line as well.

In the sales, promotion and marketing arena the distinguishing feature or appeal I have in mind is called "Brand Name".

### Going the Extra Mile

In my view, the thing that would distinguish your firm from the pack in the collection business is based on the fact that you already have solid professional credentials in the collection business. However, your principal competitors can produce facts that will prove the same in their respective cases.

Therefore, I would add luster to that image by providing a service that as of now, no one else, none of your competitors provide; but that is based on

fulfilling a critical need nevertheless; Thus, I would add luster to .....  
established track record, by providing a additional service that no one else in  
the industry provide yet.

What would that nature of that service be? Providing personal, family and  
small business financial management services that no one else in your  
industry provides. Let me be clear about this.

If you are not already, your are certainly in a position, to become undisputed  
experts in devising plans, strategies, and tactics, aimed at doing the  
following: avoiding such problems in the first place on the one hand; and on  
the other training individuals needing assistance on managing their way out  
of such predicaments once remedial plans are called for.

My research indicates that as of this moment, not one of your competitors in  
your industry provide such services. In the early stages of the 21<sup>st</sup> Century, it  
appears that America's public policies markers in every segment and all  
levels of government are prepared to do the following; leave few and any  
stones unturned in a all out, to prove that our free enterprise capitalists  
system, is indifferent to class, color blind, and gender neutral.

The seem to have bought into the idea that prepared or not, informed or not, our system will work for each and everyone who dares to try to make it work for them.

Because its consist with America's ideals, its a marvels suggestion to say the least, but difficult to prove nevertheless. Be that as it may, from all indications, in America's post 9/11 environment, the country's public policy makers are going to give it a go, and pass legislation licensing a run at it anyway.

That being the case, its my untested view, that every government agency experiencing

providing services that would prevent family households and small business owners form experiences such difficulties to begin with plus managing their way out of such predicament once remedy plans, strategies and tactics are call for and achieve their intended objectives.

along with already having established your self as a expert in the collection business, is to high light the fact that you provide a service in the industry have yet to provide. And, what is the nature of that service?

Providing training services that restore, individuals, families, households and small business owners to a credit worthiness standing and prevent such difficulties from occurring in the future.

**Innovative Not creative**

In the 80s when Japanese Automobile Manufactures came close to putting their American Counter parts out of business altogether, They taught America a hard lesson about competition. They taught American industry something about cost reduction when it came to producing a brand new product, upgrading existing ones, etc. As a result of studding their stratigies, and tactics, I learned lessons that I'll never forget. For example one such lesson was this; That let the other guy, your competitors, spend billions upon billions of dollars doing the research needed to create a new or original products, etc., When they feel that they have prefects it well enough to go to the market with it. Reverse engineer it, In other words, take it apart

component by component, and improve each one. Build the improved parts into you new market, under price your competitors, until they can't compete on the open market any longer, without being sheltered and protected by the federal government. By the time, you have made you point. Your product is much superior to that or those of you competitors. Having demonstrated that to the satisfaction of those who by your product(s), services, etc., you have succeeded in cornering a huge segment of the market that's not only yours but yours forever, if you nourish, service it and live up to what's expected from a quality producer.

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