

# BUILDING PROSPERITY

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FOR SEASONAL BUSINESS SLUMPS

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Counter-policy independently set jams the group together but inhibits its operation.

If we had a game going in which each player set his own rules, there would be no game. There would only be argument and conflict.



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# STAYING STRONG THROUGH THE SLUMP: HOW INDEPENDENT BUSINESS SYSTEM DEALERS CAN NAVIGATE SEASONAL SLOWDOWNS

by Jim Kahrs

Seasonal slumps are a reality for many industries, and independent business system dealerships are no exception. Whether it's a summer lull when clients are on vacation or a year-end freeze as companies finalize budgets, the slower seasons can test even the most resilient businesses. But a downturn doesn't have to mean downtime. With the right strategies, you can keep your dealership productive, profitable, and prepared for the next upswing.

## **Build a Pipeline Not Just a Sale**

Use this time to prospect. While decision-makers might not be ready to buy during a slump, they're often open to exploring options. Prospecting tends to be put on the back burner when sales are in full gear. The slower times are when you can make up for post prospecting efforts. A bunch of strategic phone calls, LinkedIn messages, or prospect business assessments now can generate potential sales that close when the budget cycle turns.

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# ...NAVIGATE SEASONAL SLOWDOWNS

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## **Reinvest in Client Relationships**

Slower seasons are the perfect time to reconnect with your current clients. Reach out with personalized check-ins, offer reviews of their existing systems, and explore if there's any overlooked need you can meet. Sometimes a client isn't aware of outdated software, underused features, or new efficiency tools that could make their work easier. When things are quiet, your added attention can be the difference between a loyal customer and a lost one.

## **Refine Your Marketing**

Don't let your visibility drop just because business does. Use the extra time to fine-tune your messaging, update your website, create educational content, or launch a targeted email campaign. A blog post on the cost-saving benefits of document management or a video walkthrough of your latest models can plant seeds that sprout when purchasing picks back up.

## **Train and Educate Your Team**

A seasonal slowdown is an ideal moment to sharpen your team's skills. Schedule manufacturer webinars, hold internal sales workshops, or introduce new tools and processes that will streamline your operations. When business rebounds, you'll have a better-prepared, more confident team that's ready to convert leads and close deals faster.

## **Explore New Revenue Streams**

Diversification can be a lifeline during seasonal downturns. Consider whether offering additional services—like managed IT support, security systems, or remote work solutions—fits your model and client base.

Don't let your visibility drop just because business does. Use the extra time to fine-tune your messaging, update your website, create educational content, or launch a well-targeted email campaign.



If you're primarily focused on equipment sales, think about emphasizing service contracts, upgrades, or leasing options that create consistent recurring revenue.

## **Final Thought:**

Seasonal slumps are inevitable, but they don't have to be unproductive. With foresight and intention, independent business system dealers can use slow seasons to reinforce their foundations, deepen relationships, and come out stronger than before. The key is to stay proactive, stay visible, and stay focused on long-term growth—even when the short-term feels uncertain.

**Reach Jim Kahrs at 631.382.7762 or email  
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## BEST PRACTICES WEBINAR

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Arriving at the destination one chooses typically starts with a roadmap and a plan. This not only requires having a plan, but often hinges on not making critical mistakes along the way. Taking a wrong turn can get you way off course. Getting to a successful exit point in your business is no different. In this session we'll outline some key considerations creating the roadmap that will get you to your desired destination. A major focus of the session will be the mistakes to avoid while on your journey. These are lessons others learned the hard way and often when it was too late to correct them. You'll walk away with the tools to map out the road to your success.

## PRESENTED BY JIM KAHRS PRESIDENT PROSPERITY PLUS

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# WHY CLICHÉ PHRASES FAIL TO BUILD A MEMORABLE BRAND



By Tim Votapka

In the crowded world of business systems, where prospects are bombarded with hundreds of messages every day, standing out is not optional. It's essential. But one of the quickest ways to blend into the background is by relying on cliché phrases in your branding.

You've seen them. You've used them.

- "We go above and beyond."
- "Your success is our success."
- "Quality you can trust."
- "We're here for all your [insert service] needs."

They sound nice. Harmless, even. But here's the issue—they're empty. They're overused. And they say absolutely nothing about you. Clichés are worn-out expressions that have been repeated so often, they've lost their impact. When a business relies on them, they're saying, "We don't have anything unique to say, so we'll just say what everyone else says."

That's not how you build a memorable brand. It's not how you build mind share and it's certainly not how you build market share.

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# ...THE PROBLEM WITH CLICHES

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Memorable brands are specific, bold, and authentic. They communicate something that resonates with a specific audience. Clichés do the opposite; they flatten your message, make your company sound generic, and prevent your true value from coming through.

Let's look at a few real-world examples to drive this home.

## **One-stop shop for all your tech needs.**

Sounds convenient, but it's vague and overused. What exactly do you specialize in?

## **Cutting-edge solutions**

Everyone claims this. If it's truly cutting-edge, show me how. Otherwise, it's just fluff.

## **Innovating and Forward Thinking**

If you have to say you're innovative, you need to show more proof.

## **Tailored solutions for your unique business**

The promise of customization is good—but this phrase is so common it's lost all punch.

## **Seamless integration**

Overused in software and cloud services. Define what *seamless* really means in your context.

## **Clichés Make You Forgettable**

If your brand sounds like every other company in your space, people won't remember you. Worse, they might assume you're just like everyone else, even if you're not.

Cliché phrases rob you of the chance to say something real. They're often vague, such as:

They are often vague at best:

- "Customer service is our priority."
- "Committed to excellence."
- "Driven by results."

These sound like values, but they're not tied to any specific behavior, product, or experience. Everyone says they provide great service. The ones who actually *show it*—through clear, concrete messaging—are the ones people remember.

## **Break Free from Clichés. Be Specific.**

Instead of saying "quality service," say what that means in practice. Do you respond to every email within 1 hour? Do you have a 98% satisfaction rate from customers? Specifics prove your value.

## **Speak Like a Human.**

If you wouldn't say it out loud in conversation, don't write it in your branding. "Innovative solutions" might fly in a boardroom, but it doesn't connect with real people.

## **Own Your Niche.**

Are you the fastest? The weirdest? The most detail-obsessed? Good. Say it loud. The more you lean into what makes you different, the more your brand sticks.

## **Use Real Language from Your Customers.**

What do your happiest customers actually say about you? Do they describe you as "calm under pressure," "a lifesaver," or "the only one who listened"? Use that! It's gold.

## **Test for the Eye-Roll Factor.**

If a phrase makes you roll your eyes—or sounds like a line from a cheesy commercial—it's a cliché. Try again. Don't say you're "committed to excellence." Show how you deliver it. That's branding people remember.



# COUNTER-POLICY

by L. Ron Hubbard

Illegal policy set at unauthorized levels jams the actions of a group and is responsible for the inactivity, nonproduction or lack of team spirit.

Counter-policy independently set jams the group together but inhibits its operation.

If we had a game going in which each player set his own rules, there would be no game. There would only be argument and conflict.

## VARIETIES OF COUNTER-POLICY

At the start it must be assumed or effected that there is someone or some body to set authorized policy for the group. Absence of this function is an invitation to random policy and group conflict and disintegration. If such a person or body exists, new proposed policy must be referred to this person or body and issued, not set randomly at lower levels or by unauthorized persons.

Policies so set by the policy authority must be informed enough and wise enough to forward the group purpose and to obtain agreement. Ignorant or bad policy even when authorized tends to persuade group members to set their own random policy.



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# COUNTER-POLICY

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When no policy at all exists random policy occurs.

When policy exists but is not made known, random policy setting will occur.

Ignorance of policy, the need or function of it, can cause random policies.

Hidden not stated random policies can conflict.

Correct policy can be relayed on a cutative basis - a few words left off or a qualifying sentence dropped which makes policy incorrect or null. "Children may not go out" can be made out of "Children may not go out after midnight."

Altered policy can be limitless in error.

Attributing a self-set policy to the authorized source can disgrace all policy as well as pervert the leadership purpose.

Policy can be excluded from a zone of a group that should be governed by it." Pipe-making policy does not apply to the *small pipe shop*."

Such masses of unnecessary policy can be issued that it cannot be assimilated.

Policy can exist in large amounts but not be subdivided into relevant subjects.

Disgrace of policy can occur in a subsequent catastrophe and render any policy disgraceful, encouraging self-set policy by each group member.

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Presented by Jim Kahrs  
President, Founder - Prosperity Plus

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