

BUILDING PROSPERITY

KEEPING THE MOMENTUM STRONG
EVEN WHEN THE NATURAL RHYTHMS
OF THE WORLD SLOW DOWN

WITHOUT CREATIVITY, EVEN
A GOOD VALUE
PROPOSITION FALLS FLAT

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SUCCESSFUL INVESTIGATIONS.....10

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by Jim Kohrs

As the year winds down, many business systems dealerships face a familiar challenge: keeping energy and focus high among sales, service, and administrative teams. Between the holidays, shorter daylight hours, and an endless stream of world distractions, the fourth quarter can easily drift into autopilot mode. But for dealerships that want to finish the year strong and set the stage for a powerful start in January, now is the time to lean in—not ease off. Here are a few practical ways to keep that momentum going across every department.

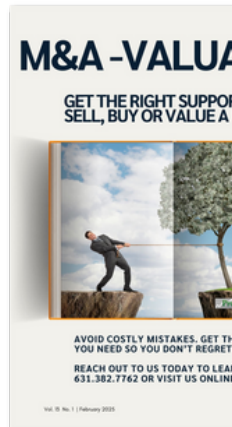
Revisit - and Reignite - Your Year-End Goals

It's easy for goals set in January to feel like old news by October. Take time to revisit them with your team. Remind everyone of what's been achieved, what's still within reach, and what can still be exceeded. Visual progress charts or weekly team updates can spark renewed motivation and accountability. Celebrate small wins—they fuel big finishes.

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04



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By Tim Votaw

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Let's break down why branding creativity and positioning matter—and highlight some common mistakes dealerships make with their promotional copy.

The Power of Positioning
Positioning is how you shake your claim in the marketplace. It's about answering one question clearly: Why should a business choose you over someone else?

- If your message is generic—"We sell office technology"—you're lost in a sea of sameness.
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Continued on next page

...NATURAL RHYTHMS



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Keep the Communication Flow Strong

Distractions multiply when communication slows. Keep departments connected through quick huddles or shared updates. A brief Monday meeting or Friday recap helps align priorities, keep customer needs front and center, and reduce duplication or missed handoffs between service, admin, and sales. The more everyone feels informed, the less likely they are to drift off-course.

Create Seasonal Energy, Not Excuses

The holidays don't have to mean downtime—they can mean opportunity. Encourage teams to tap into seasonal themes for promotions, client appreciation events, or bundled service offers. A “year-end checkup” on equipment or contracts gives clients a reason to engage while also filling the pipeline for Q1.

Recognize Effort - Publicly and Often

Recognition goes a long way when the days get shorter and the workloads get heavier. Highlight standout contributions in team meetings or internal newsletters. A sincere thank-you or small incentive program can lift spirits and remind everyone that their work makes an impact, even when the calendar is crowded.

Keep Professional Development in Motion

When things feel hectic, training often takes a back seat—but this is precisely when skill-building matters most. Offer quick, digestible sessions on prospecting, customer care, or technology updates. Keeping minds engaged and skills sharp prevents burnout and primes teams for a faster start in the new year.

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Stay Focused on the Customer Experience

It’s tempting to rush through tasks as year-end pressures mount, but customer experience is what carries your reputation into next year. Make sure every call, visit, and invoice reflects professionalism and attention to detail. The final quarter can leave a lasting impression—and often sets the tone for renewals and referrals.

Keep an Eye on the Horizon

Finally, balance short-term hustle with forward thinking. Begin planning first-quarter campaigns, reviewing inventory, and identifying areas for improvement. Knowing that January will launch with clear direction keeps teams confident and reduces post-holiday lag.

One Final Thought

The fourth quarter doesn’t have to be a scramble to the finish line—it can be a springboard for the year ahead. By keeping teams aligned, motivated, and customer-focused, business systems dealerships can finish strong, start stronger, and prove that steady momentum beats seasonal slowdown every time.

**Reach Jim Kahrs at 631.382.7762 or email
jkahrse@prosperityplus.com**

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Presented by Jim Kahrs
President, Founder - Prosperity Plus

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JIM KAHRs
PRESIDENT
PROSPERITY PLUS**

 Certified Value Builder™

JAMES KAHRs

President
jkahrs@prosperityplus.com



Ph: 631.382.7762 ext. 101
Fx: 631.382.7744
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By Tim Votapka

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Many dealership owners undervalue this side of marketing, thinking: "As long as we tell people what we sell, that's enough." But here's the problem: buyers don't respond to technical lists of copiers, scanners, and VoIP systems. They respond to stories, benefits, and messages that feel relevant to them.

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...MARKETING CREATIVITY

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So How Do You Express Yourself?

Branding creativity is how you express your positioning. It's the visuals, the tone of voice, and the emotional spark in your messaging. Without creativity, even a good value proposition falls flat. Prospects are bombarded by marketing every day. If your copy and ads look and sound like everyone else's, your dealership blends into the background. Creative branding doesn't mean being flashy—it means presenting your dealership's strengths in a way that is clear, memorable, and relevant to your buyers.

Examples of Wrong V. Right

Mistake 1: Talking features instead of benefits

✗ *"We sell printers, copiers, scanners, and VoIP solutions."*

✓ *"We help businesses save time and money by making office technology simpler, faster, and more reliable."*

Mistake 2: Using jargon your customer doesn't understand

✗ *"Our MFPs feature 45 ppm throughput and cloud-native integration with proprietary secure print protocols."*

✓ *"Print, scan, and share documents securely—from the office or on the go."*

Mistake 3: Sounding like everyone else

✗ *"We offer great service at competitive prices." (Yawn).*

✓ *"We never relax security in exchange for convenience—because your business deserves both."*

Mistake 4: Forgetting emotion

✗ *"We provide reliable technology solutions."*

✓ *"Imagine never having to worry about a printer breaking down during your most important client meeting—that's the peace of mind we deliver."*

Here are some real-world style examples of how positioning and branding creativity change the game when you stop to think from the prospect's perspective.

Example 1: Flyer Headline

✗ *"Buy a New Copier Today!"*

✓ *"Turn Office Frustration Into Office Productivity—Discover Copiers That Work as Hard as You Do."*

Example 2: Digital Ad

✗ *"We Sell VoIP Phone Systems."*

✓ *"Your Customers Should Always Hear You Clearly—Reliable Phone Solutions That Keep Business Flowing."*

Example 3: LinkedIn Post

✗ *"We offer printers, copiers, and IT support. Contact us today."*

✓ *"Every wasted minute with broken technology costs your team money. We keep your systems running, so your business never skips a beat."*

Positioning and creativity are not fluff—they're the difference between marketing that gets ignored and marketing that gets results. Because at the end of the day, your dealership doesn't just sell technology, right? You sell trust, productivity, and peace of mind.

Reach Tim Votapka, VP and Director of Marketing at 631.382.7762 X 102 or by email at

tvotapka@prosperityplus.com

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BACK ISSUES

TAKE A LOOK AT OUR ENTIRE ARCHIVE OF BACK ISSUES TO SEE WHAT WE COVERED IN EACH ISSUE OF BUILDING PROSPERITY.

CONSIDER GETTING ONE PRODUCED FOR YOUR OWN BUSINESS WHILE YOU'RE AT IT. A PROFESSIONAL MANAGING EDITOR IS STANDING BY.

BROWSE AWAY

