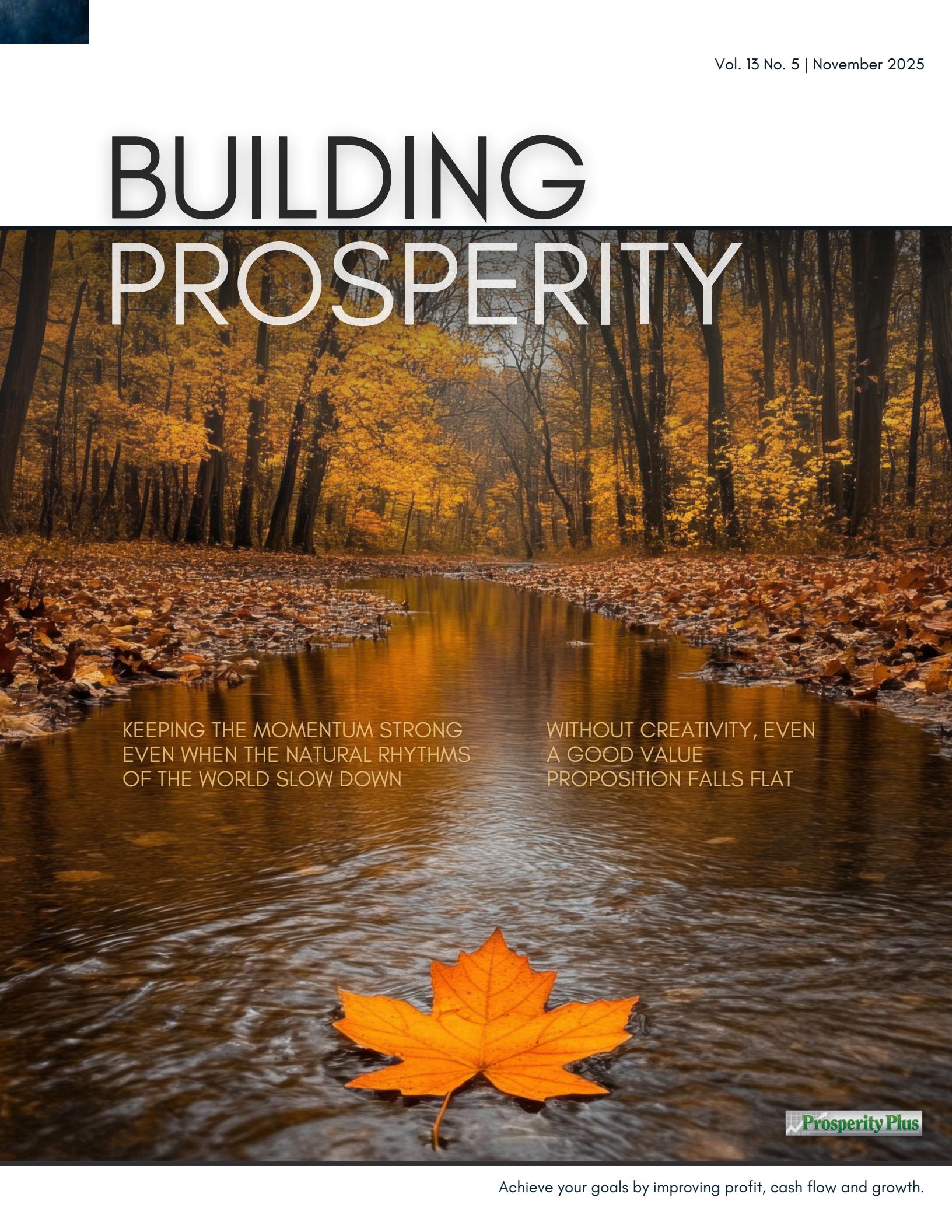


BUILDING PROSPERITY



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

WITHOUT CREATIVITY, EVEN
A GOOD VALUE
PROPOSITION FALLS FLAT

BUILDING PROSPERITY

Vol. 13 No. 5 | November 2025



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Correct investigations depend on correct Whys. You can understand a real Why if you realize this: A REAL WHY OPENS THE DOOR TO A HANDLING. If you write down a Why, ask this question of it: "Does this open the door to handling?" If it does not, then it is a wrong Why.

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KEEPING THE MOMENTUM STRONG IN THE FOURTH QUARTER, EVEN WHEN THE NATURAL RHYTHMS OF THE WORLD SLOW DOWN

by Jim Kohrs

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KEEPING THE MOMENTUM STRONG IN THE FOURTH QUARTER, EVEN WHEN THE NATURAL RHYTHMS OF THE WORLD SLOW DOWN

by Jim Kahrs

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 teams. 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.

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.

'The holidays don't have to mean downtime – they can mean opportunity.'

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.

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WITHOUT CREATIVITY, EVEN A GOOD VALUE PROPOSITION FALLS FLAT



By Tim Votapka

You've probably heard the saying: "It's not what you say, it's how you say it." That couldn't be truer in marketing. For a business systems dealership, it's not enough to simply run an ad, print a flyer, or post on LinkedIn. The way you position your brand and the creativity behind your message will determine whether prospects pay attention—or tune you out.

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.

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 stake 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.
- If your message is specific—"We help small businesses work smarter with secure, seamless office systems"—you start carving out a recognizable identity.

...MARKETING CREATIVITY

Continued from previous page

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.

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SUCCESSFUL INVESTIGATIONS

by L. Ron Hubbard

Correct investigations depend on correct Whys. You can understand a *real* Why if you realize this:

A REAL WHY OPENS THE DOOR TO A HANDLING.

If you write down a Why, ask this question of it: "Does this open the door to handling?"

If it does not, then it is a wrong Why.

When you have a right Why, handling becomes simple. The more one has to beat his brains for a bright idea to handle, the more likely it is that he has a wrong Why.

So if the handling doesn't leap out at you then THE WHY HAS NOT OPENED THE DOOR and is probably wrong.

A right Why opens the door to improvement, enabling one to work out a handling which, if correctly done, will attain the envisioned ideal scene.

Investigatory Technology can be applied to situations good or bad, large or small, dispelling many of life's puzzles and making real solutions possible.

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