



JUST BECAUSE YOU MAY BE THE ONLY ACT IN TOWN....

Does not mean customer service and business appearance isn't important in the rural business environment.

We live in rural Kansas, and many of us live in small towns within this rural environment, right? If you live in a small town, in a sparsely populated state, and you own a business in that town, it's different than operating the same business in a large city.

The major difference is that there are just fewer customers available to buy your goods and services. That's the down side. The upside is that there are typically fewer competitors vying for those customers. If you own the only ice cream shop in town, the chances are you will garner the majority of the customers going out for ice cream. Unless, of course, your shop is drab, dirty, never open, has a poor selection, is over-priced, or a myriad of other reasons that customers find distasteful.

The most important thing to remember is, just because you're the only shop in town, you still have to please your customers. People simply won't return to spend their hard-earned money in a store, only to be disappointed. So, even though you're the "only act in town", if it's a "bad act" people won't continue to frequent your business.

The fact is we don't have a large enough customer base to afford to lose any of them by failing to hold up our end of the deal. We need to offer good service, quality products, clean surroundings, fair prices, and a friendly atmosphere. If we do the right things our customers will be true to us. If not, we will have created an opportunity for another entrepreneur...



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