



Region 7 Review

A monthly publication for the members of IPSSA, Inc. – Region 7

March 2009

IPSSA, INC. REGION 7 Board Officers

Chuck Gough, Director (760) 434-7623
cabhgough@sbcglobal.net

Jordan Nelson, Treasurer (760) 753-4996
Jordan1111@gmail.com

Peter Gozdeck, R7 Billing Agent
Office (619) 229-1845
Cell (619) 339-7622
Peter@3StepBilling.com
www.3StepBilling.com

Dustin Moors, Secretary (760) 509-6482
DustinMoors@cox.net



Be Choosy – Even in a Recession

According to Reed Holden and Mark Burton, authors of *Pricing With Confidence*, 79% of business-to-business companies serve any customer they can get.

What's wrong with that? Typically, they explain, 20 percent of the customers account for 225 percent of the profit, with 80 percent causing the firm to lose money. And that statistic doesn't take into account the extent to which the unprofitable customers increase your worry wrinkles and gray hairs.

Being choosy about customers benefits both the bottom line and your sanity. Consider sending away those who:

- * Always press you for discounts
- * Need or demand an exorbitant amount of handholding
- * Previously requested refunds
- * Are unpleasant to deal with, nit-picky, abusive, frenzied, uncooperative or irrational
- * Threaten to go to the competition
- * Never pay on time

* Represent where your company used to be rather than where it is going

"It's simply better for you that unprofitable customers are served by your competition," say Holden and Burton.

After shedding the undesirables, develop a clear picture of who you want as clients and pursue those. You'll then have the positive energy needed to land them!

** The Marketing Minute **
February 18, 2009

brought to you every Wednesday
by **Marcia Yudkin**

Marketing Consultant, Author, Speaker
<http://www.yudkin.com/marketing.htm>
<http://www.marketingformore.com>
<http://www.pressreleasehelp.com>
<http://www.namedatlast.com>
<mailto:marcia@yudkin.com>

Cool Web Site

DVBE (Disabled Veteran Business Enterprise) is a business which has been self certified for federal procurements or certified by the [OSDS \(Office of Small Business & DVBE Services\)](#) for State of California procurements.

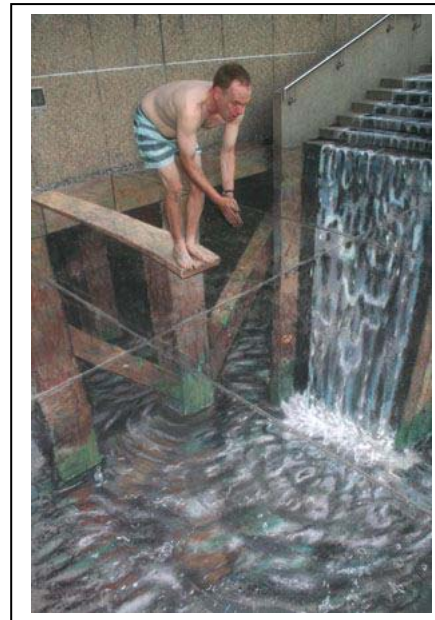
The Elite SDVOB Network is a national organization comprised of certified Service Disabled Veteran Owned Business and [Disabled Veteran's Business Enterprises](#) (DVBE's) program participants whose headquarters is located in San Diego, CA. The Elite SDVOB Network is incorporated as a 501(c)19 organization.
<http://www.elitesdvo.org/joomla/>

Elite SDVOB
3829 University Ave.,
San Diego, CA 92105
(619).284-9922

A. J. Wilson, Vice Chairman
The Elite SDVOB Network
10224 Baroness Avenue
San Diego, CA 92126-3412
(619) 417-1709 - Fax (858) 693-4078
vicechariman@elitesdvo.org
www.elitesdvo.org

Calendar of Events

- **Western Pool and Spa Show**, Mar. 12-14, Long Beach Convention Center, Long Beach, CA. www.westernshow.com.
- **R7 Board Meeting**, Wed., Mar. 25, 7:00 p.m., SCP Conference Room (858-467-9495), 5648 Copley Dr., San Diego.
- **R7 Board Meeting**, Wed., June 24, 7:00 p.m., SCP Conference Room (858-467-9495), 5648 Copley Dr., San Diego.
- **R7 Board Meeting**, Wed., Sept. 23, 7:00 p.m., SCP Conference Room (858-467-9495), 5648 Copley Dr., San Diego.
- **R7 Board Meeting**, Wed., Dec. 16 (a week early), 7:00 p.m., SCP Conference Room (858-467-9495), 5648 Copley Dr., San Diego.



MAN DIVING, by Julian Beever, an English artist who has been creating trompe-l'œil chalk drawings on pavement surfaces in England, France, Germany, USA, Australia and Belgium since the mid-1990s.
<http://users.skynet.be/J.Beever/index.html>

Editor/Publisher: Nancy Gillespie, *A+ Business Services*

P.O. Box 192, Vista, CA 92085-0192 • (760) 945-6667 • Fax (760) 945-6616 • nancyJG5@cox.net • www.AplusNancyGill.com