

All Your Commercial Equipment Needs
From Phone Systems to JETS
\$5,000 to \$\$\$\$\$Millions



Funding Visions Developing Dreams

Issue: July 2008

Quotes

Attitude is a little thing that
makes a big difference.

I am easily satisfied with the
very best.

Winston Churchill

Definitions

Marketing

It is the act of connecting
customers to products,
services or ideas.

The act of getting known,
liked and trusted.

Did You Know?

In 1899, Charles H. Duell,
Commissioner of the US
Office of Patents, assured
President McKinley that
"everything that can be
invented has been
invented."

To prophesy is extremely
difficult - especially with regard
to the future. *Chinese Proverb*

Newsletter

JGI Companies

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WELCOME to the JGI Newsletter. We at JGI value & respect our past, present & future clients, our vendors and their businesses. We want you to be well informed about financing choices and we want your business to grow as a result. We will endeavor to deliver relevant & timely information that will make your job easier. We welcome any suggestions you may have or ideas for topics you are interested in. Always feel free to contact us with any questions. We are here to help you find the best solution for you or your clients and your business.

Jim Jones, President & CEO

Betty M. Bledsoe, Leasing Director

Check out **JGI Companies'** newest development project in Columbia, SC. **Sandhills Medical Center** is a modern one-stop center unlike anything in the area. Visit the website at www.sandhillsmedicalcenter.com.

Check out the JGI website at www.jgicompanies.com

Small Business Marketing & Pricing in a Slow Economy

Marketing and pricing strategies in an economic downturn or recession can be tricky. Remember that perception is reality and whether we are heading for a recession or not, consumers believe it's coming or it's here, so they will behave accordingly. We all know that during times like this we have to modify what we have done in the past. Successful companies do not abandon their marketing strategies during the hard times; they adapt them. Here are a few tips and suggestions that your business might be able to use.

- Promote leasing with JGI to free up your client's working capital & lines of credit
- Create a range of low to high value options – give customers a choice
- Control company costs; streamline where necessary; postpone expansion plans, take a good hard look at expenses
- Consumers are researching their purchases more than ever – "must have" features of yesterday are today's "can live with outs"
- Adjust pricing tactics: instead of cutting prices, offer temporary price promotions; reduce thresholds for quantity discounts; extend credit to long-time customers; price smaller pack sizes
- Gimmicks are out; reliability, durability, safety & performance are in
- Products & services can be unbundled and priced separately
- In advertising, focus on family values. Consider cozy hearth & home family scenes since hard times prompts us to stay at home & be connected to family and friends
- Establish a benchmark on sales to receive "free" services such as delivery & setup
- Pamper loyal customers with special programs & by providing additional services; it costs more in time, marketing & advertising to acquire a new "loyal customer"

Remember that discounting prices is easy to start but very hard to reverse once the economy turns around. Consumers are smart and want to best value for their money but most won't accept cheap imitations. Brand trust will become even more important as their cash tightens, so protect your brand by staying consistent but realistic. If you weren't a bargain basement brand a year ago, you should think long and hard before becoming one today.

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