



## Position or die!

Dramatic? Perhaps. Look around at every profession and trade and note the trend to specialise. If you own a Citroen are you going to go a mechanic who promotes as “All mechanical repairs; all cars, any model”? The answer is obvious. You will seek out the Citroen mechanic and chances are, you will stick with them for the life of the car. Indeed, if you get good service, you will probably recommend the mechanic to your friends and thus create a virtuous cycle for you and the service provider.

In a world which continues to niche itself into smaller and smaller sub sets of the greater market (thanks to the Google and broadband) the generalist service will struggle, particularly as technology and off-shoring continue to commoditise and consolidate previously profitable areas.

Think of it this way: if what you offer can be obtained from anyone, you are competing against everyone. You won't rank.

Take the time to look through any professional service such as law firms or accounting firms and you will soon identify which firms are successful in terms of Google ranking.

Why not focus on being expert in for example an industry category and this be one of a few experts, or, better still, the only professional clients can obtain that service or specialised knowledge from?

Being better than the incumbents is tough. They will fight for their territory. But the rewards of being a leader in a specialised niche in a too-crowded market are manifold:

- higher fees recognising your special skills and knowledge
- better, more interesting work you get satisfaction from doing
- productivity gains from being able to manage work that systems can be built around
- clients who seek you out based on your niche service
- greater prosperity from a sustainable business model.

Repositioning pays: change the song-sheet about what you do to ‘Specialist in looking after a Hospitality business’ books’.