



A list of tips on how to boycott the recession

April 24, 2009 - Long Island

It is impossible to escape it: newspaper headlines scream it, news anchors lead with it, deli conversation is full of it - the recession is everywhere.

But it doesn't have to be, at least that is what Brian Heiser, owner of a NY 1-800-GOT-JUNK?, believes. He has decided to "boycott the recession" - and it is working. His franchise was recently recognized by the corporate office of 1-800-GOT-JUNK? for having grown his commercial business 35% over this time last year. Heiser says it mostly comes down to staying in a positive frame of mind.

"I am motivated and I try my hardest to motivate my team to see the business opportunities out there," said Heiser who adds, "and I no longer allow them to use the economy as an excuse for slow business."

Here is a list of tips on how to "boycott the recession":

- * Stop watching and reading the news daily. It seems like every day more jobs are lost, more homes are foreclosed and the stock market hits new lows. This causes panic and depression which carries over into the way you run your business and can lead to poorly thought-out knee-jerk decisions.
- * Don't cut back on your level of customer service - increase it. Think of this as your unique competitive advantage.
- * Continue to invest in marketing. Marketing is key. If you cut back on marketing no one will learn about your service, decreasing your revenue and creating a catch 22 situation. Now is actually a great time to take advantage of cheaper advertising packages.
- * Be proactive with seeking out new clients. There is always business to be found in every type of economy, the trick is to identify who currently needs your service. Research their needs and make an informed presentation.
- * Roll up your sleeves. Motivate your team by doing the hard work along side them. Don't just tell them; show them how to be positive when dealing with customers.

Shaye Hoobanoff is the PR manager for 1-800-GOT-JUNK?, Smithtown, N.Y.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540