

Cost Leadership

Cost Leadership Fill-in-the-blank

Answer the following

What is your business positioning?

Which strategy and tactics are you using with your cost leadership business?

Does your cost leadership business include different prices range according to the type of product or service?

Do you offer your customer a discount on occasion?

Have you systemise and automate your related offer strategy that was successful and documented why it has failed

The purpose of the Cost Leadership strategy is to offer your product or services at a low cost. It is also part of your business positioning in your industry.

Your customer's bracket would be the people who prefer low price and do not really care about quality that much but more about the functionality of the product or the service information.

Most businesses cost leadership business because more customers come to their door or site due to the price attraction and affordability of the product or service. When you choose cost leadership you need to keep it for the duration of your business, because if you change you lose your business identity and customers.

You can evaluate its effect on your audience, its application to your business, customers acquisition, leads generation and sales.

Understanding the strategies and tactics used in the playbook can increase your income if you use them in conjunction with each other to produce better results and gain successful sales.



Marketing Tips

- If you have chosen the cost leadership strategy ensure your business remains cost leadership all throughout its lifecycle.
- It is best to use all the strategies and tactics in your cost leadership business.

My Personal Support Package



If you need one to one support. We offer a 30 minutes zoom or what's app call monthly to support you and encourage you to implement the playbook tactics and strategies to your advantage and achieve greater in your business.