



**indiana design consortium, inc.**  
Branding and Business Development Experts

## Competing With the Chinese You Have Something They Don't

It's called customer relationships—your most valuable asset after your employees. Companies in China may be able to make cheaper products in such a highly cost-conscious world, but they don't have the knowledge or the access to the markets that you do . . . Not yet.

If you're spending money to attract new customers, you should also be spending money to retain current customers. Instead of waiting for China to reach your market here at home, reach them yourself. Establish a relationship based on trust, respect and loyalty.

After all, your customers are:

1. Your sales base. They provide a steady source of income.
2. Your lowest fruit. You already have their attention.
3. Your link to the future in a market-driven economy.
4. Never to be taken for granted. Always make them feel important. Otherwise, eventually, even the good ones leave.

Finally, when you hold fast to these relationships, you might find you possess a very valuable asset that Chinese companies are willing to pay for. But only if they can't steal it away. Partner with them and leverage your market access to grow your business overseas. You can both win.

Contact [idc](#) to learn more about building relationships with your customers.



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