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Andrew Miller's What's new in Business?

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Understanding competitive advantage

Too many companies these days do not focus enough attention on identifying what is their competitive advantage. This is a seemingly simple thing to do. Answer two questions: what do I do better than anyone else and why?

I know that my competitive advantage is to provide clients with the ability to increase their profits and transform their organization by aligning their processes, people and technology. The why, because I have unique experience in managing numerous transformations for companies in many different industries.

The purpose of the previous paragraph was not to be arrogant, but to show that you do not need fancy slogans or commercials to get across your value. Think about what you do better than your competitors and the value that brings to your customers. Understand why you are able to do it better. Armed with this information, talking with potential customers does not become a "sales job" because you are able to talk in la language that they understand because you can identify what is in it for them.

What's new in Supply Chain?

Sustainability - Companies are always looking at ways of becoming more sustainable, but the key to becoming a more environmentally friendly company is ensuring that the company maintains financial viability. Ensure that any initiative is good for the long-term growth and financial strength of the company. Is it nice to be sustainable, but it is even nicer to still be in business.

Andrew's nugget

Each month, Andrew Miller, President of ACM Consulting Inc. will provide a little nugget of advice to help with your business.

Spend wisely on technology

Companies that want to be more productive and grow should be looking to make technology investments. Software companies are scouring the earth for new clients, so deals are aplenty. Just ensure that you know the benefits of the technology and that it meets the needs of your business. Too many companies force their businesses to meet the needs of the technology and regret it later.

What's new with ACM Consulting?

Below are some upcoming events for ACM Consulting:

- Andrew will be hosting a series of FREE teleconferences on how to increase profits and productivity. [Contact me](#) for more information;
- ACM Consulting will be launching a new service entitled *Ask the procurement guru™* (www.theprocurementguru.com). The guru will answer questions and provide free advice on anything procurement-related;

If you are interested in any of our services or know someone that might benefit from working with us, please contact Andrew Miller at 416-817-1336 or visit our website at www.acmconsulting.ca

Please feel free to forward this newsletter to anyone to whom it might be of value.