



Fellowship of Companies for Christ International
 Northeast Regional Office
 30 Lafayette Square, Suite 118 * Vernon, CT 06066
 860-872-3190 * Toll-free 800-JOY-9075
 Email: dcrandall@ChristAtWork.org Web: www.FCCI-NE.org

**Fellowship of Companies for Christ
 Greater Hartford Chapter
 R HOUSE Restaurant
 April 18, 2012**

- Welcome! Opening prayer and introductions
- FCCI news/update
- Today's topic: **The wisdom of diversification**

“Cast thy bread upon the waters: for thou shalt find it after many days. Give a portion to seven, and also to eight; for thou knowest not what evil shall be upon the earth.” —Ecclesiastes 11:1-2

Financial experts have preached diversification for decades—probably centuries—but this principle applies to sales and marketing, too. As many of us have painfully realized, if we become too dependent upon one major client, we're setting yourself up for scary times. Been there, done that!

Some of you may recall, in September of 1992, Keep In Touch lost its flagship client with no advance notice. In one day, BAM! We lost 42% of our revenues. I pledged that day, that by God's grace, we would NEVER put ourselves in that position again. I deliberately embarked upon client diversification. Here we are nearly 20 years later, and we are much stronger because of the painful lesson I learned. We're not insulated from ups and downs, but we are not as vulnerable as we were back then.

As I look at our current client base: **We are diversified by field:** PR firms, non-profits, architecture/engineering/contracting, government agencies, utilities, retailing, banking and financial services, healthcare, education, professional services, technology, and manufacturing. **We are diversified by geographic markets:** we have a mix of clients who are local, statewide, regional, national and global. **We are diversified by services provided:** we do lots of interesting things, all related to our core competencies in marketing communications.

Another principle contained in these verses is that it takes TIME for sales and marketing operations to generate results...and during this journey, you will never be able to forecast exactly what will happen.

Frequently, our lead times for new business are months and sometimes years.

Much of our new business comes from peculiar, unexpected places.

What have been your experiences, and how do these Scriptures pertain to you today?

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|----|
| Evaluate yourself from 1 (weak) to 10 (strong) in terms of diversification? | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Why did you give yourself this rating? | | | | | | | | | | |
| What benefits might you enjoy by being more diversified? | | | | | | | | | | |
| What specific actions can you take to be more diversified? | | | | | | | | | | |

- Next meeting
- Upcoming events/news
- Closing prayer