

Dance With the One That Brung Ya

**Why Business Retention and
Expansion Matters
or *Thankful Is as Thankful Does***

Who Said the Following?

“There is nothing more important that a local economic development organization can do than focus on existing industry.”

- A. Abraham Lincoln**
- B. Mahatma Gandhi**
- C. Martin Luther King**
- D. Steve Jobs**
- E. Some consultant with a Powerpoint**

The Correct Answer

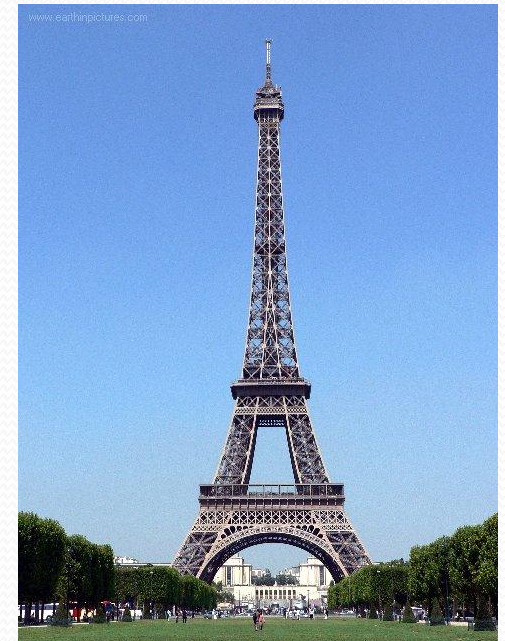
E. The consultant

Should I continue?

You have no choice.



How Economic Developers View Recruiting



Recruiting Means Recognition



Recruiting Means Praise



What (Many) Economic Developers Think of BR&E



BR&E Means



A Recap

Recruiting: Crazy, Sexy, Cool



BR&E: Not So Much



BARBER BUSINESS
ADVISORS, LLC

Some Basic Business Tenets

- **70 percent of all business comes from repeat customers**
- **15 percent comes from referrals**
- **15 percent comes from new business development**



Want to See More?

17 more slides in this presentation.

Dean Barber

Barber Business Advisors, LLC

Telephone: (972)-727-9519

Email: dbarber@barberadvisors.com

www.barberadvisors.com