

Have You Fallen Into the Mile Wide Trap?

If your company's revenue has stalled after a period of rapid growth, you may have fallen into The Mile Wide Trap.

The Mile Wide Trap ensnares you when you do an excellent job serving a small number of great customers and they ask you to handle more of their work. You keep delivering and they keep broadening the list of products and services they want you to supply.

Your company is wildly profitable serving the expanding needs of this small list of "great customers" so you keep falling deeper and deeper into the trap.

Pretty soon, you're an inch deep and a mile wide in offerings and the only person in your company with the depth of industry experience to deliver all of the services is you. But you're trapped because your expenses have crept up as your revenue has exploded – leaving you dependent on the sales you get from a small group of demanding customers.

With no more hours in the day, your company stalls and you run on a hamster wheel just trying to keep what you've got.

The Solution: Sell less stuff to more people.

Instead of selling more things to a few customers, concentrate on selling a few things to a lot of customers.

You can fall into *The Mile Wide Trap* innocently enough: you do great work and a customer wants more of you. But it's a trap that will eventually choke off your growth. The way out is to focus on selling less stuff to more people.

Helping business owners protect, preserve and pursue more value from their business, more tax efficiently!®

The Business Strategies Group
a division of AXA Advisors, LLC
www.bsg-advisors.com

The Business Strategies Group is a division of AXA Advisors, LLC.

AXA Advisors, LLC is an indirect subsidiary of AXA Financial Inc., a diversified financial services company that represents AXA Group in the U.S.

Financial professionals offer securities through AXA Advisors, LLC (member FINRA/SIPC) and, as agents of AXA Network, LLC, offer the annuity and life insurance products of AXA Equitable Life Insurance Company (NY, NY) and those of affiliated carriers. AXA Network conducts business in CA as AXA Network Insurance Agency of California, LLC, in UT as AXA Network Insurance Agency of Utah, LLC, and in PR as AXA Network of Puerto Rico, Inc. AXA Advisors, AXA Network, and AXA Equitable Life Insurance Company are affiliated companies and do not provide tax or legal advice.

AXA Advisors believes that education is a key step toward addressing your financial goals, and this material is designed to serve simply as an informational and educational resource. Accordingly, this material does not offer or constitute investment advice and makes no direct or indirect recommendation of any particular product or of the appropriateness of any particular investment-related option. Your needs, goals, and circumstances are unique, and they require the individualized attention of your financial professional. [But for now, take some time just to learn more.]

Please be advised that this document is not intended as legal or tax advice. Accordingly, any tax information provided in this document is not intended or written to be used, and cannot be used, by any taxpayer for the purpose of avoiding penalties that may be imposed on the taxpayer. The tax information was written to support the promotion or marketing of the transaction(s) or matter(s) addressed and you should seek advice based on your particular circumstances from an independent tax advisor.

© 2013-2018 BFT Program, LLC. All rights reserved.

GE-117038 (1/17) (Exp. 1/20)