

Quo Jockeys

There's a term we've coined, and we'd like you to be familiar with it. (Hopefully it's not a term we'll use to describe you.) We sometimes describe people as “quo jockeys.”

A “quo jockey” is someone who just wants to ride the status quo as far as it will take them.

And we don't work for quo jockeys. They won't hire us. It wouldn't make any sense.

People hire us when they don't like the status quo. People hire us to change the status quo. People hire us when they are not content with the business they're getting, when they know they could do even better with specialized help.

Quo jockeys don't think like that, so they don't hire us. If they don't want to change anything, there wouldn't be any point in it.

Quo jockeys take what they're getting, what they're given, what's left over by people like my clients. We get first shot at customers because we're competing for them!

Quo jockeys hand off control to outside forces and circumstances (i.e. “We'll be okay”). They are reactive, assuming they react at all.

Maybe we can't control everything, but we can be a big influence. A theme you'll always find with Fox Marketing Group is that of being proactive. We take ownership of as many variables as possible – “control the controllables” – and work them to your advantage.

Your competitors might very well be quo jockeys, which is great for you! That's opportunity! If you compete against the big chains or franchises, local management may have their hands tied. They often can't respond or challenge the status quo even if they want to.

And if you compete against other independents, they may be too consumed by the day-to-day drama of business to think fresh.



Greg Zirkle, Fox Marketing Group

“Quo jockeys just want to ride the status quo as far as it will take them.”

So ride on, quo jockey. Happy trails.

But for the rest of you, we need to talk. If you have visions of what your business could be or do, share them with me and I'll help you make it happen.

We'll use fresh thinking and new avenues to compete for customers and make them yours. Trust me, it's a much better ride.