# Subtract to Get More

Business is a constant battle against competitors, trying to keep customers happy and on your side…or so it seems.  For most of us, in whatever space we're trying to fill, we continuously add to our offer, making the deal sweeter and sweeter.  We do this in an effort to stay ahead of the competition so the customers don't run off to the next guy.  BUT…should that always be the case?  What if we were to take something away that they expect?  Would they still come running, or possibly even more than they did before?