

What's Your Story?

Right there, already a part of what you do, is one of your biggest assets in terms of building additional revenue streams for your company. It is simply a question of taking a step back and considering what the customer's point of view was when they engaged your company. More importantly, what made the customer most satisfied when your task was completed?

When you know the answers you will have the formula for selling more business. So here is what you should be looking for.

Define the problem you solved for your client. What was the origin of the issue? Since history repeats itself it is highly probable there are others who are experiencing the same difficulties. The challenge is to find them.

But what do they look like. Who are you looking for and how will you know where to look. Start by creating a profile of the person who became your champion in the organization where you had success. When you define his/her motivation for engaging your services or buying your product you will know. Along with recognizing why, reflect on how he/she did it and what their level of budget authority was.

Next, describe what happened. Tell the story of the problem, the issues, and their resolution. Explain the situation so that others will relate to it. Make it compelling so that others will recognize the problem as being similar to their own plight. Explain the solution so that the risk of engaging your company to solve the same problem is minimal, perhaps non-existent.

Finally, if you have the luxury of some time having passed, describe the ultimate outcome. What happened as a result of the work your company did.

Okay, so this is a simply a case study. But what do you do with the case study other than put it on your website? Don't overlook the real value - a road map to finding new opportunities.

Discovery is a wonderful thing. Relativity is eye opening. Reflection opens thinking about what you do with a different perspective. Capabilities that your company has, without doing anything differently, become evident. A few new labels on what your company has done will create opportunities to address new markets.

The best part of the story is that you have discovered a new opportunity. Changing the perspective to be from the customer's point of view will introduce efficiency to the sales scenario. Using the experience with the original customer, positioning the product story to respond to what the original customer was missing, wanted and needed is so often overlooked in the sales situation. Drawing parallels to the new opportunity brings certainty. We have won countless business by simply doing this.

This mode of operation will find requirements in search of solutions - a formula that almost always guarantees success and the quickest path to revenue. Following the more traditional approach - a solution in search of a requirement - is inefficient and often does not work.

Plus Point – the place reached when value is added

Working with Plus Point Partners will be game changing for your company!

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