



# “How not to sell, but help your customers to buy.” The 10 Critical Action Points For More Customers

## A Discussion Paper & Executive Checklist

I S S U E  
2018



## Do You Stand In The Way Of Your Business Growth?

Every business needs growth. So it is no surprise that when asked about their key business challenge most CEOs and small business owners feature “more customers and more sales” high on their priority list. Yet, most businesses, large and small, inadvertently get in the way of their own growth potential.

How? They suffer from We We Syndrome

### What Is “We We Syndrome”?

Think about it: When a salesperson reaches out to you for the first time, what is the one thing that separates a good experience from a bad one for you? Right, the difference is whether or not they offer you value.

*“The greatest inhibitor to sales effectiveness is the sellers inability to to communicate a VALUE message.”*  
- SiriusDecisions, USA

So, what represents value? Most buyers, first and foremost, want to clearly and succinctly understand what business problems the seller is offering to solve. In short, they want to know *what’s in it for them*, so they can quickly discern whether the seller is worth spending time with, or not.

Instead, what do most sales reps, vendor websites, advertisements and sales introductions talk about?

Right.: It’s “We are this...” and “We do that...”

In other words, they suffer from We We Syndrome by talking just about themselves.

*“Nothing turns buyers off a vendor more than We We Syndrome.”*  
- Peter Strohkorb

That’s why we have made it our mission to eradicate We We Syndrome from our clients’ businesses.

Now, imagine your sales and marketing functions aligning with the way your customers want to buy from you. Speaking their language, giving them the information they need to make an informed buying decision. Actively helping them to buy, and to buy from your business. Imagine the difference that approach could make to you personally, to your business, to your people and to your customers. Bringing buyer-focus into your sales and marketing functions is vital to your business growth.

*“Bringing buyer-focus into your sales and marketing functions is vital to business growth.”*  
- Peter Strohkorb

### So, Where Is Your Business’ Focus Today?

Now, the big questions for you are: What is your Sales Process focused on? Is it on your customers, or on your products and services? How do buyers perceive your business? And importantly: How can you improve?

On the following pages we have listed 10 Critical Action Points to help you to first identify and then address the specific opportunities to get more Customers.

### How Can You Make Your Business A Customer Magnet?

It’s simple, really. All you need to do is to turn your business’ perspective from focusing on YOUR success, to focusing on YOUR CUSTOMERS’ SUCCESS. We call it moving from an inside-out view to an outside-in perspective.

We call that alignment of your sales and marketing functions with your customer experience: Smarketing®

## When should You Review the 10 Critical Action Points?

Whenever you are facing business change, such as:

- > Slowing Sales Growth
- > New Ambitious Sales Targets
- > Business Mergers or Acquisitions
- > Entering New Markets
- > Offering New Products
- > Expanding Your Portfolio

Ask any business leader these days about how they want to differentiate their business from their competitors' and they will most likely mention superior customer experience and quote Jeff Bezos from Amazon: *"Everything we do, we do with our customers in mind."*

*"Everything we do, we do with our customers in mind."*

- Jeff Bezos, Amazon

But just saying that your business is customer-focused is not enough. Customers no longer compare your business to just your competitors', but to every other business they deal with. In other words, for customers to perceive your business as being customer-focused it needs to be structured and managed in every aspect like Jeff Bezos says.

However, achieving total customer centricity is a hard, expensive and long, drawn out process that many business leaders shy away from. But there is an easier way.

## There Is An Easier Way

What if you didn't need to jump head-first into the whole complicated customer centricity ocean, but could just start out with your two most customer-facing and most income-producing areas of your business, i.e. the ones that re most likely to give you a very quick return on your investment?

We are of course talking about your sales and marketing functions. The effectiveness with which these two mission-critical business functions interact with your customers and with each other can make the difference between your business growth and failure.

*"The effectiveness with which these two mission-critical business functions interact can make the difference between your business growth and failure."*

- Peter Strohkorb

So, to bring customer centricity into your sales and marketing functions you need to ask yourself this: *"What do we look like from the buyers' point of view?"* and then make sure to align your sales and marketing functions, their messaging, processes and KPIs to focus on effectively helping buyers to buy from your business.

Now take a look at the 10 Critical Action Points overleaf.

Use the tick boxes below each Action Point  
to uncover the hidden Growth Opportunities in Your Business

## The 10 Critical Action Points For More Customers

Note: Use the tick boxes at the end of each Action Point to uncover your hidden Business Growth Opportunities



### 1. A Brand that Differentiates Your Business

I don't mean that you have to be a household name or that your logo needs to be of a certain colour. The main thing is that you have a distinct brand that customers can recognise and identify your business by. Most businesses should have this point under control.

We have this firmly under control  This could do with some more work  This is still missing from our business



### 2. A clearly-defined Product and/or Service

How clearly can you explain to your prospects and customers your products and services, what they do, and how they are unique? Will your customers understand what you sell?

We have this firmly under control  This could do with some more work  This is still missing from our business



### 3. A Unique Selling Proposition (USP) and a Killer Business Introduction that immediately engages Your ideal Buyers, makes them lean forward and want to know more

This is probably THE most critical point here: Your value proposition can't just be a motherhood statement such as "We really care about our customers." It needs to be hugely credible, clearly distinguish your business from your competitors', and you need to be able to back it up with evidence.

So, what is your unique value proposition? Can you clearly state what makes your business and its offerings unique and why a prospect should absolutely be interested in buying from you? Is it clear what problem your product or service solves and what the customer's business benefits are? Being crystal clear on that will be what makes you and your business different from any other business out there.

And then, how do you convey that difference at the first point of contact with a new prospect? How can you intrigue and engage them right from your opening introduction? How do you get them to lean forward and say: "Tell me more."?

We have this firmly under control  This could do with some more work  This is still missing from our business

## The 10 Critical Action Points that turn your Business into a Customer Magnet

Use the tick boxes below each Action Point to uncover the hidden Growth Opportunities in Your Business



### 4. A clear Understanding of who Your ideal Customers and Prospects are

You would agree that there is little point in engaging with the wrong kind of prospects. You'll be better off dealing with the right kind instead, right? So, how clear are you on what your ideal customers look like, on their traits, interests, likes and dislikes? Do you know how and why they want to buy?

We have this firmly under control  This could do with some more work  This is still missing from our business

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### 5. The Knowledge where to find Your ideal Customers

Once you know who your ideal Buyers are you need to know where they hang out. Do you know where to find your ideal prospects and customers?

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### 6. The Understanding to access and engage them effectively

It's not enough to know where to find your ideal Buyers. You also need to know how to get to them and make them interested in your goods or services. How effective and scalable is your sales process? How well does it leverage your unique value proposition (see Point 3 above)?

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### 7. The Skills to eliminate Your Competitors

Rarely will you be the only one in the race to a deal. Instead, you will most likely have to beat off any number of competitors. So, how do you fend them off and become your Buyer's final and only choice?

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## The 10 Critical Action Points that turn your Business into a Customer Magnet

Use the tick boxes at the end of each Action Point to uncover your hidden Growth Opportunities



### 8. The Knowledge of how to best use Sales Proposals to close Deals

In most B2B sales situations you are likely to be asked to submit a sales proposal to your Buyer. Do you get excited by the fact that the Buyer asked for a proposal and send it off to them asap? Or is there a better, smarter, way? Further, how can you ensure that a) your proposal covers exactly what the buyer needs, and b) that you have maximised your chances of your proposal ending up the last one standing, i.e. being the one that gets accepted and wins the deal?

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### 9. A superior pre, during and post-purchase Customer Experience

If you reflect on the customer experience points at the beginning of this document you will understand just how mission-critical your customers' perceptions and experiences are to the success of your business at every step of the way. So, how successful are you at managing your Buyer's interactions with your business?

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### 10. The Ability to keep Customers loyal and win their Repeat Business

Your customers' experience does not end with a transaction. In fact, their post-sale experience is so critical that it will determine whether they will choose to come back to do more business with you, or not. It will also determine whether they will recommend your business to their contacts, or not.

So, how do your prospects and customers perceive their interactions with your business at every touch point? Is their experience a pleasant one that will make them rave to their friends and colleagues, or is it one that will more likely make them warn people off your business?

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*"Peter's good work has assisted our organisation to face its goals with confidence and as one team. Within a very short period of time my executive team not only agreed to collaborate more effectively, but they also agreed on how they would do so and put in place measures to make the collaboration part of our culture."*

- David Duncan, Regional Managing Director at German multinational corporation SICK AG

## What's Next?

Take a good look at the 10 Action Points and be honest with yourself in your judgement.

### Is Your Sales Process focused on Your Products, or on Your Customers?

What should it be?

### Let's Talk about Your Checklist Results.

Let's discuss your checklist results and how your Business can get to that Perfect 10.

### Book Your Complimentary Discovery Session Today.

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## What Our Clients Say...



*"He made me money, and the long-term benefits were extremely rewarding, both professionally and personally."*

- Todd Stewardson, Vice President at USA-based services company Concentric Consulting



*"Peter's focus is really on getting the meat of your business working. It's not adding fluff."*

- Paul Hoff, COO at USA-based biotechnology company Agribotix



*"We are now absolutely inundated with leads and assignments"*

- Claire Clayton, Co-Managing Director at professional services company Blue Seeds Consulting



*"My team is having more consultative conversations and is generating higher quality leads."*

- Matthew Cowan, CEO at international outsourcing business Matt Cowan Prospecting

More client testimonials are at <http://www.peterstrokorbconsulting.com/testimonials/>

# About Peter Strohkorb Consulting International

Peter Strohkorb Consulting International is a specialist business advisory firm for small, medium and large B2B businesses.

We work with Boards, CEOs, Business Owners and Department Heads to transform your business into a customer-magnet and to drive up your customer experience, revenues and profits.

Peter Strohkorb Consulting International has a track record of providing our clients with a low risk, step-by-step path to their business growth and ongoing success.

We will be delighted to discuss your specific requirements and how we will work together with you to transform your business.

Book your obligation-free Value Discussion today.

Contact us at  
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Go ahead: Contact us now.

There has never been a better time to grow your Business.

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