

Revenue Engine™ *Situations*

Answer this Question.

Lead your Industry.

Dealing with the critical situations that impede or enable growth.

Tired of battling
the **same** competitors,
for the **same** customers,
in the **same** way,
year after year?



It doesn't matter whether you're selling toothpaste, software, consulting services, costume jewelry, machine tools, or pretty much anything else.

Companies and their leaders seem to wake up each morning with the idea that "I'm a supply chain software company, ergo I need to compete against supply chain software companies." Or, "I make chocolates, so therefore I must compete against others who make chocolates."

Companies don't buy just the products and services you sell. They buy the company they believe can get them where they need to go. In my experience, many companies can't articulate the big idea that sums up where they need to go, and what's in it for them when they get there.

The buyer may not be looking for chocolates, but for a better party for their kids. The supply chain prospect may not be looking for a better software solution, but for a way to get their better mousetrap to Europe in half the cost and time.

That's your opportunity. Change the game and make the people you've been competing with via similar messages and sales tactic *irrelevant*. Just answer this question:

What's the most important thing that those who should be your customers have always needed, and never gotten?

Identify it, or define something new that they *do* want, but haven't been able to articulate that need. Then make it as easy as possible for your people to deliver it, and for customers to find it and buy it.

Think. If you were to give the buyer what they've always wanted and never gotten, what kind of company does this make *yours*? A supply chain company like all the rest? Or a very different kind of supply chain company? Or a new kind of company that makes your traditional competitors irrelevant to those who should be your customers?

The Revenue Engine™ Model for launching and growing a profitable business is a trademark of Corporate Performance Partners, Inc. Contact information: Len Tinkoff. 401-639-7705. ltinkoff@cox.net

© 2005-2010 Corporate Performance Partners, Inc. All Rights Reserved. No part of this document may be reproduced without the express permission of the author. All trademarks are the property of their respective owners. The author makes no representation or warranty, expressed or implied, as to the fitness of the information provided for a particular purpose.