

THAT'S ambitious

FIRE STAGE Course 3 - Inside Advantage

PART 1 - WHO



WHO is the _____ customer most likely to buy your product or service in enough quantities to create maximum profitability and growth?

1. Make a laundry list of the all the customers that come to mind.
2. Create a vivid picture in your mind of your most valuable customer.
3. Circle targets (above) that best represent your current customers and potential customers you'd like to recruit. Be realistic but remain ambitious.

4. Focus on your high priority targets. Describe them in 2 or 3 fresh works.
Avoid common generic ways of describing them.

5. Now describe what they want, need, desire, seek or demand from a firm like yours. (12 to 15 words max)

Some examples of WHO statements.

A Golf Products Retailer

An affluent, avid golfer who constantly seeks a better golfing experience.

A Start-Up Fitness Centre

An adult man or woman who wants and can afford an exceptional personal training experience.

PART 2 – WHAT



WHAT is your _____ offering that your business will own and leverage?

1. Make a list of the all current and potential offerings.
2. Examine the list carefully and circle those offerings that offer the potential to retain you core customers and more importantly attract new customers in sufficient quantity to spur profitable growth.
3. Six questions about each offering on your short list.
 - a. Is it owned in port or whole by a competitor? Eliminate options that are not uncommon.
 - b. Is it different from other offerings on your list, or saying the same thing? Eliminate duplications.
 - c. Could it be combined with another offering to make a more compelling offering without making it confusing?
 - d. Will it stand the test of time?

- e. Of the remaining offerings, which single offering will enable you to deliver a meaningful, beneficial experience at every customer touch point? Eliminate those that fail this test.
 - f. What is the ONE offering that delivers the emotional assurance your most important customer needs to remain loyal to your firm? This is very likely your _____ offering.
4. Draft a statement that expresses your uncommon offering. Clarity is power. Be fresh and ambitious. This is a statement about WHAT you must sell to your customer to grow your business.

Examples of WHAT statements.

A Golf Products Retailer

Expert advice, customized assistance, and a passion for helping our clients improve their game.

A Start-Up Fitness Centre

Consistent progress toward complete personal well-being, planned and monitored by expert trainers and nutritionists.

PART 3 - HOW



HOW is the persuasive strategy that will convince your _____ customer to buy your _____ offering versus all competitive offerings?

If you've done a great job on Who and WHAT, the idea for HOW may become apparent quickly. If it takes a while to emerge, keep generating options.

Ultimately, you'll spot an idea, word, or phrase that can be transformed into a strong persuasive strategy. Whether the idea jumps up quickly or slowly, footage to two tests: 1. Is it an idea that will enable you to sell your what to your who, 2. Ask the participants in the room who was responsible for sales in your company whether they feel very confident that this potential strategy will work.

Example of HOW statements:

A Golf Products Retailer

Help golf enthusiasts achieve their individual goals.

A Start-Up Fitness Centre

Provide a system of measurement and expert advice that assures progress towards an individual's evolving health and fitness goals.

PART 4 – OWN IT



OWN IT is a series of _____ events that will celebrate your _____ offering and make it well known to your _____ customer.

Keep these rules firmly in mind when drafting imaginative events.

- Make your uncommon offering well known to your core customer. Don't waste resources trying to become well known to everyone.
- Create imaginative acts and events to be well known for your uncommon offering. Don't create imaginative acts just to be well known.
- Enhance your uncommon offering. A vibrant, intimate, comprehensive customer experience will help assure the retention of current customers and provide fresh ways to recruit new ones.
- Create ubiquitous imaginative acts that reinforce your uncommon offering. These initiatives must be executed with frequency, consistency, and uniformity.
- Invent a few explosive imaginative acts to dramatically enhance your uncommon offering. These initiatives must be cleverly conceived, flawlessly executed, and unique to your enterprise.