

Differentiates you from the competition

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Adds value to your ideal client

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Accelerates the acquisition of new sales

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Differentiates you from the competition

Adds value to your ideal client

Accelerates the acquisition of new sales

Allows you to charge higher margins

*Why do you need to be different?*

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1. *Easier to attract new customers*

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*Why do you need to be different?*

1. *Easier to attract new customers*
2. *No longer sell just in price*
3. *Get to see decision makers*

What happens if you don't differentiate your business?



## The Difference Maker

Better sameness

The Strategic Problem

**OUTCOME... Value-based selling**

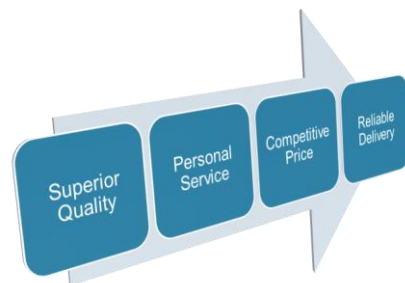
#1: Price Factor Focus on selling at price	#2: Customer Drives Customer drives the conversation
#3: Product Focused Focus on the product and the value	#4: Customer Centric Building the conversation

The 4 Customer Models

Creating a Competitive Advantage

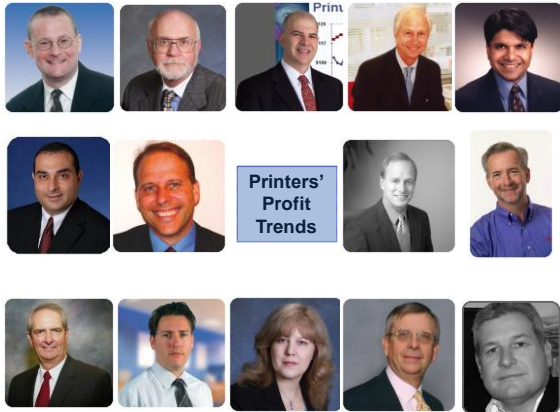
The New Competitive Advantage

## Introducing The 'Famous Four'



**The 'Famous Four' are necessary...  
But they are not sufficient**



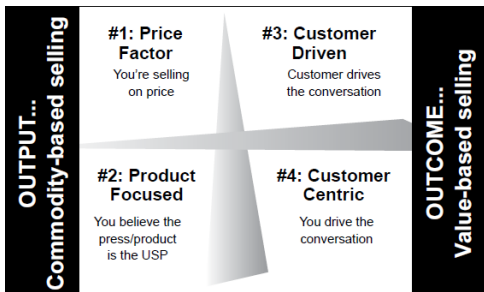


## The Difference Maker



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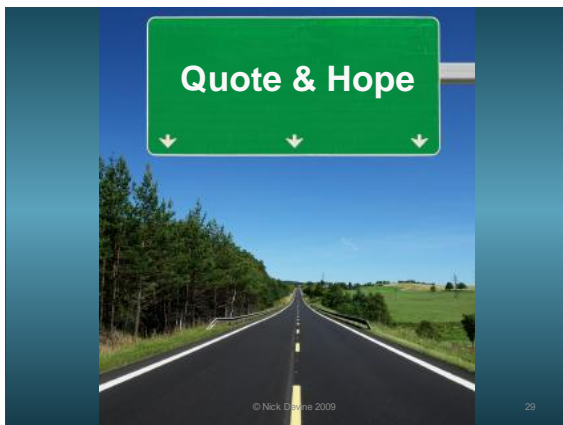


You have to learn how to sell on the **right hand side** of the Customer Model Quadrant



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2 Product Focused

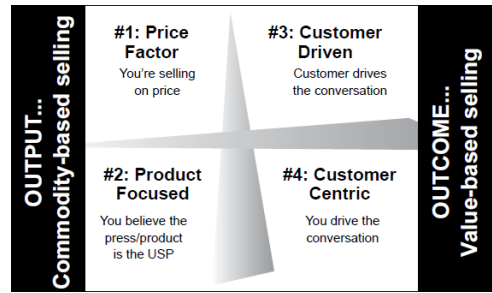


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## Models 1 & 2

Repel Customers & Frustrate Sales People

You have to learn how to sell on the **right hand side** of the Customer Model Quadrant



## 3 Customer Driven

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## 3 Customer Driven

(Continued)  
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## 4 Customer Centric

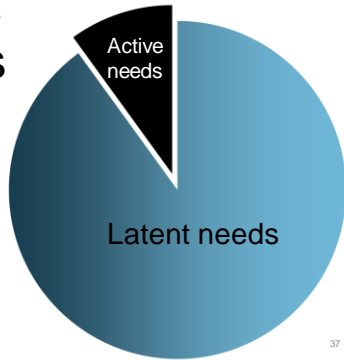


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Results in **advance**



# Latent Needs



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# Solve the 2:00am problem



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Help your clients...  
**Sell to their clients**

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# Return On Investment Total cost of the job



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# The pain of disconnect



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# Value Price



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## Making Customers Successful



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## “Second best sales quarter and best ever profit quarter”

Andy Coombes... Managing Director, Buckinghamshire

“In the past we focused most of our efforts on the operational side of our business. Getting jobs out the door and getting paid. I couldn't say there was any major strategy controlling what we did. Today, that's very different. We have a **robust strategy and action plan that all our management team understand** and are agreed on. The strategy differentiates us from our competitors who continue to slash their prices. **We're actually increasing our prices and our profit margins.**

In the first quarter of 2010 we had our highest ever level of net profits and our second highest level of sales. **We've just had our second ever best sales quarter and out best profit quarter.**

## Value Of True Differentiation?



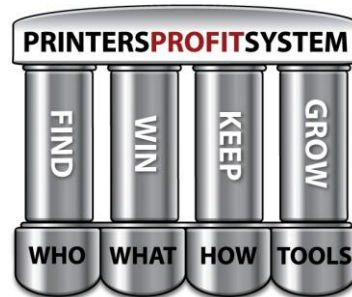
## Part Of Printers Profit System



## GUARANTEED Sales & Profit Growth



£1,204 (\$1,782USD) 100% guaranteed



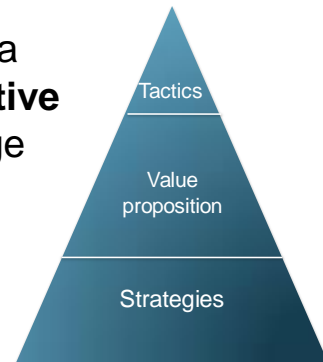
# The Difference Maker



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## Creating a Competitive Advantage



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From Commodity To Value

CUSTOMERS COMPETITORS YOU

- Not about putting ink on paper
- It's about perception

✓ What you uniquely do  
 ✓ That your competitors don't  
 ✓ That your customers value & benefit from

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## 3 Success Factors

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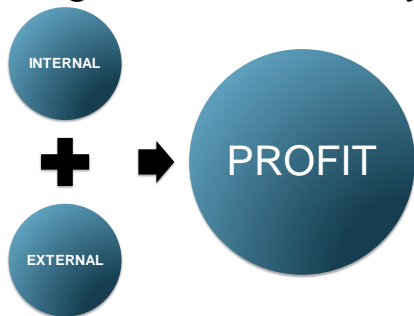
The **Lure** of Sustaining Innovation



Competition will only **increase**



Using **SWOT** Correctly



Match strengths to opportunities



