

# The High Growth Foundation

## High Growth Manual

A formula for achieving sales supremacy  
Functional Mastery x Customer Connectivity x  
Momentum

## A formula For Achieving Sales Supremacy

You are the most important part of the buying process. Do customers like you? Are you positive & helpful? With this in mind, what aspects of your personality are most important in the sales process?



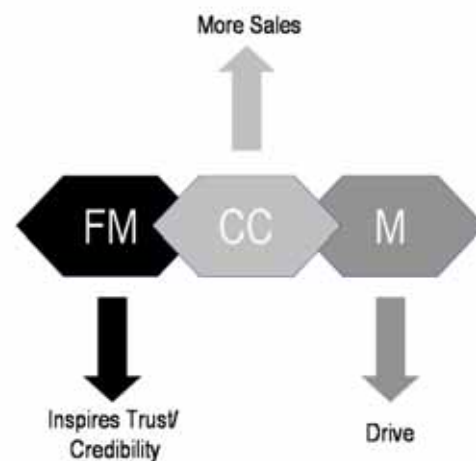
"The winning company is the one that creates many contacts through phone calls and networking. They turn over more stones and cover more ground than their competitors"

*Nik Powell, Co Founder of Virgin*

### The Fundamentals

There are three fundamentals to great selling:

- ✓ Functional Mastery  
I really do know what I am talking about; understand my customers environment and the competitive situation.
- ✓ Customer Connectivity  
Finding, reaching, winning & keeping customers in an effective manner!
- ✓ Momentum  
Individual and Organisational fire in the belly!



$$\text{Success} = \text{FM} \times \text{CC} \times \text{M}$$

To achieved mastery in selling you need to be a master in all three elements: functional mastery, customer connectivity and momentum.

## Functional Mastery

*Functional Mastery is the process of bringing together the knowledge of the customers world, competition, your offer and your organisational resources/networks to solve customer problems."*

*"It is the foundation of credibility and trust for both yourself and your organisation."*

Key elements of functional mastery are

- ✓ Knowledge of Products / Services
- ✓ Knowledge Of Competition
- ✓ Knowledge Of Your Customer's World
- ✓ Your Organisational Resources



### Knowledge of Products / Services

- ✓ Intimate Knowledge Of The Offer
- ✓ How will you solve a problem?
- ✓ How will you make life easier for the customer?
- ✓ How will you help someone to shine?
- ✓ How will you make the organisation improve performance?
- ✓ How will you make an impact? (Return On Investment ROI)

### How Do You Achieve This?

- ✓ Make it real - let them feel and touch the offer!
- ✓ Make up samples and prototypes
- ✓ On site demos
- ✓ Provide specific examples of evidence
- ✓ Testimonials and case studies
- ✓ Client references and letters
- ✓ Speak to my customer
- ✓ Take potential customers to meet real customers!

### Knowledge Of Competition

- ✓ What makes you different?
- ✓ Why you?
- ✓ How does your product compare?
- ✓ Comparison of offer
- ✓ Levels of service

### How Do You Achieve This?

- ✓ Study web-sites
- ✓ Attend exhibitions
- ✓ Get students to do an analysis
- ✓ Ask customers, suppliers
- ✓ Look at their PR and communication strategy
- ✓ Define your competitors
- ✓ Do a strengths & weaknesses assessment
- ✓ Be clear on your competitive positioning

Knowledge Of Your Customer's World

- ✓ Being interested in their issues
- ✓ Understand the customer's market environment
- ✓ Their problems - write them down
- ✓ Trends, activity, competition

How Do You Achieve This?

- ✓ Spend a week at their premises
- ✓ Undertake a customer survey
- ✓ Pilot and test new ideas - get feedback
- ✓ Work with customers to work up new services
- ✓ Ask them - What are your problems?
- ✓ Read up on their industry/sector
- ✓ Read what they read - journals, trade press, web sites
- ✓ Put ideas forward
- ✓ Send them information relating to their market
- ✓ Embrace their thinking and put yourself in their shoes

Your organisation's resources

Selling your organisation's expertise and credibility in

- ✓ Capability & Resource
- ✓ Professionalism
- ✓ Been there done it
- ✓ Track record - built on solid foundations
- ✓ Quality & Accreditations
- ✓ Industry awards and achievements
- ✓ Staff - skills and expertise
- ✓ Networks, alliances and partnerships - the value they bring
- ✓ Company values - decent, honest & true

How Do You Achieve This?

- ✓ Get customers to visit
- ✓ Brand manual
- ✓ Customer charter and guarantee
- ✓ 100% satisfaction or money back
- ✓ Live the values of your business

Where does this lead?

- ✓ Builds confidence in your organisation's ability to deliver
- ✓ Creates trust and a feeling of not being "ripped off"
- ✓ Avoids "spiv" factor
- ✓ An holistic approach to selling (you, products/services, organisation)
- ✓ Adds to the customer experience
- ✓ A way to set you and your company apart from the rest

Functional Mastery...Its Meaning for Your Company

*"Customers want to feel comfortable with the suppliers they are buying from!"*

## Customer Connectivity

Customer connectivity focuses on Finding (& Reaching), Winning and Keeping customers.



It is based on excellence in sales and marketing:

- ✓ Sound market intelligence
- ✓ Innovative ways of identifying customers
- ✓ Efficient and effective marketing
- ✓ Thought leadership
- ✓ Sustained lead generation activity - "Sales Engine"
- ✓ Sales collaterals e.g. testimonials, brochures
- ✓ Building great relationships
- ✓ Hanging on to the customers you have
- ✓ "Living in the customers world"

There are many steps on the "road map" between market research and winning orders. All are key and need to be addressed fully.



The sales funnel is a very useful tool for monitoring and controlling the sales process. The key is to "work" the Sales Funnel so that prospects that make it through the Funnel do so on a predictable basis.

Above the Funnel the objective is to qualify and verify data that suggests a fit between your company and your potential company's needs. The compilation and use of a database is essential. The next stage is to identify and develop relationships with potential customers, leading to opportunities to quote and ultimately negotiate to an order.

### Summary

Functional Mastery - I really do know what I am talking about, understand my customers environment and the competitive situation.

Customer Connectivity - Finding, reaching, winning & keeping customers in an effective manner!

Momentum - Individual and Organisational fire in the belly!

To achieved mastery in selling you need to be a master in all three elements: functional mastery, customer connectivity and momentum.

## A formula For Achieving Sales Supremacy - Worksheet

Please answer the following questions HONESTLY

### Functional mastery

Rate yourself on a scale of **0-10** (0 Totally Disagree, 10 Totally Agree)

- |    |  |  |
|----|--|--|
| 1  | I am clear about my company's strategy and vision  |  |
| 2  | I can talk authoritatively about the resources available in my company (equipment, design, people skills etc)            |  |
| 3  | I can talk in-depth about the products and services we offer   |  |
| 4  | I have an excellent understanding of the technical, commercial and market trends/issues that affects my customers sector |  |
| 5  | I have a detailed understanding of the competitors offer   |  |
| 6  | I am clear about what differentiates my company's offer from the competition   |  |
| 7  | My customers trust my technical and commercial judgement and advice  |  |
| 8  | I have a clear plan for improving my knowledge of the products and services my company offers                            |  |
| 9  | I want to be recognised as an industry expert and I do the appropriate things to make this happen                        |  |
| 10 | I am competent at providing solutions to customers problems  |  |

*Score out of 100*

### Customer connectivity

- |    |   |  |
|----|---|--|
| 1  | We have a clearly defined sales strategy for our company (targets, products and markets targeted)   |  |
| 2  | I understand clearly the nature and structure of my company's market place  |  |
| 3  | I have a clear plan for finding customers   |  |
| 4  | My company has a clear picture of the customers we want to do business with   |  |
| 5  | For our target customers I clearly understand the nature of the decision making procedures  |  |
| 6  | A structured approach is taken to understanding the buyer behaviour and pattern of my customers   |  |
| 7  | A structured approach to filtering the quality of the leads we generate is always instigated  |  |
| 8  | I always approach new customers with a 'problem seeking/problem solving' mentality  |  |
| 9  | I am a good negotiator and I know when to ask for the order   |  |
| 10 | Winning a new customer is only the start. I employ all the necessary activities to ensure we generate more business and keep the customer happy |  |

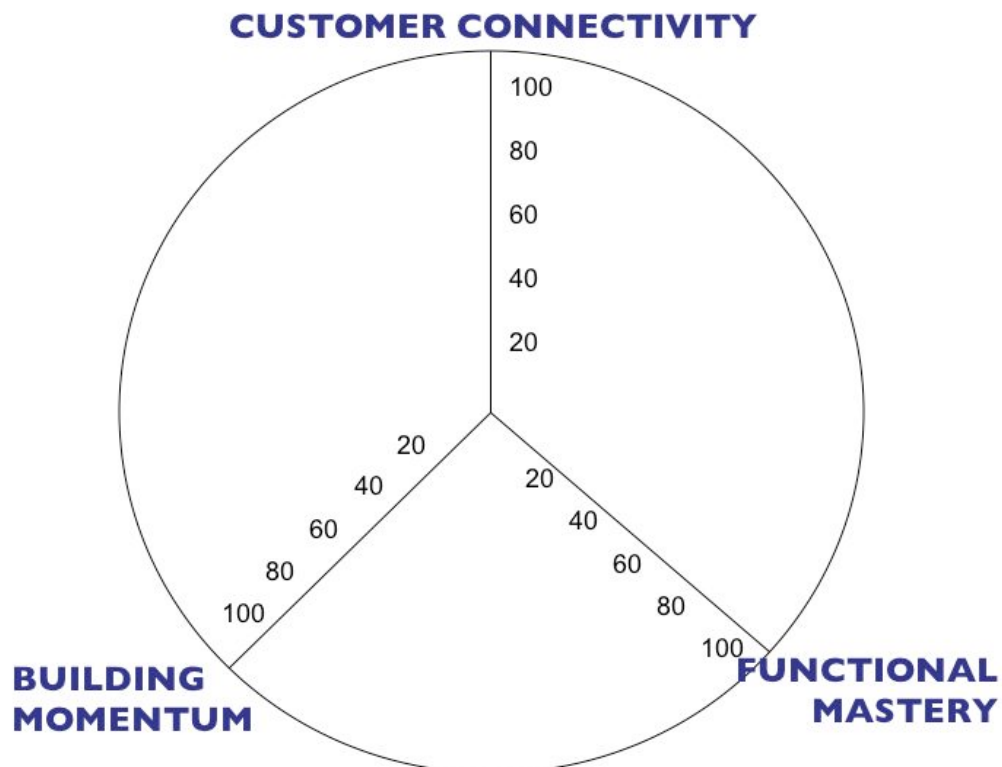
*Score out of 100*

Momentum

- 1 I view myself to be a winner
- 2 I always try to stay positive and I think in a positive way
- 3 I am clear about my ambitions and what I want to achieve in life
- 4 I have taken time to cultivate my personal brand
- 5 I take full responsibility for my life. It's down to me to make it happen
- 6 I keep myself motivated and under pressure I can cope
- 7 When it comes to discussions I always act fast
- 8 I am a team player and call for help when it is needed
- 9 I always push my comfort zones to the limit
- 10 I always celebrate success then move on to the next challenge

*Score out of 100*


Now plot your score on the wheel



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