

The High Growth Foundation

High Growth Manuals

An Introduction



High Growth Foundation - High Growth Manual

Key tools	When to use?	What you get?
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Analysis diagnosis

Building a Better Business™	At the beginning of a process of change.	A broad self-assessment of where to focus improvements in your business model, from strategy to operations and sales,
Fundamentals of Commercialisation	In the commercialising of academic, research organisations and the introduction of new ideas into the market from commercial organisations.	An assessment of the strong points and gaps in your new offering.
Functional Mastery x Customer Connectivity x Momentum	Part of personal sales coaching session or workshop	30 questions highlighting gaps in sales competence (from Pitch Perfect).
Idea Evaluation	When you have identified new opportunities or generated new ideas for your business this tool will help establish commercial potential.	Helps you highlight possible areas for improvement so that you can focus your attention on priorities that are both urgent and important.

Competition

Core Competencies	The strategic starting point for entering new markets or when resisting external competition.	An initial assessment of you key strengths... 1. Crucial in meeting customer needs. 2. Differentiate you from all your competitors.
Strategy Canvas	The Strategy Canvas clearly highlights all the differences between you and your competitors in a known market.	Essentially it demonstrates where your competition is investing its resources in products, services and delivery. It also highlights the value that customers receive from the current offerings.

Exporting

Export Plan	When preparing strategies for entering new export markets	Outline planning tool specifically for exporting
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New ideas

Business Model Canvas	Broadly this is a tool for analysing a current business or developing new revenue streams.	A single-page illustration of existing or new business models. This is an extremely powerful tool and complements other Winning Pitch tools perfectly, such as the Orbit, Single-Page Plan and Strategy canvas.
Idea Generation	When looking for different insights into a problem or challenge.	Raw, fresh thinking and new potential solutions.
Ideas Cube	For assessing new ideas.	Minimum of 60 ideas, prioritised into what might be feasible and how soon they might be implemented.

People

4 Colour Personality	When dealing with others, for example motivating team members; dealing with conflict; getting the best from people.	Analysis of what how individuals will behave. Understanding of how to influence people.
Customer Complaints Handling	The flippant answer is "before it's too late". If a complaint is handled badly or dismissively you can lose a customer, or more realistically several customers as your reputation spreads.	A repeatable process that helps your customer service people control the situation and the complainant.
Delegating	When you need more time. When you need to develop your people.	A method for delegating effectively, whilst keeping control.
Leadership and Team Member Needs	Deciding how to motivate individual team members.	A tool to help mix two different types of behaviour, depending on what team members need individually to be motivated
Learning Styles	In preparing a training or communication session.	Learning style questionnaires help trainers understand individuals preferred learning styles and how they choose to take in information presented to them. The accuracy of the results depends on how honest you can be. There are no right or wrong answers.
Values	When establishing a set of behaviours & rules for your business that will improve customer service and performance.	Your company Values are a set of guiding principles that lead to a more predictable (and acceptable) set of behaviours.

Personal selling

3 Steps to Preparing for Negotiation	Before you get into a negotiation situation. PREPARATION is everything. You can't "wing" negotiations. You need to know your counterparts, their needs, issues and attitudes, so that you can tailor your responses.	An understanding of what you can offer your counterpart in any negotiation. What's valuable to them, but not costly for you.
5 Steps to Successful Face-to-Face negotiation	In a negotiation situation. You can't "wing" negotiations, so ensure that you have sufficiently prepared – see separate tool " <i>3 steps to preparing for negotiation</i> ".	Negotiation is an essential skill in getting more from your relationships with customers and suppliers. Good sales negotiation skills might add 5 to 10% to your sales revenues. Good buying negotiation might save 5 to 10% from bought-in products and services. All of these add directly to your bottom line.
Cold Calling	Market research will generate a database of companies that have a broad match with your ideal customer profile. Cold calling is an essential next part of the new opportunity generation process.	Shorter, more effective cold calls and more appointments.

Key tools	When to use?	What you get?
Communicating & Learning Styles	When preparing learning, sales or communication materials.	Techniques to understand how your customer processes information and makes decisions you will develop rapport more quickly and be more successful in selling an idea or a product or a service.
FBIE and 60-Second Pitch	Preparation before networking and similar events. Usually better 60-second pitches will come after a FBIE exercise.	We all need a 30 to 60 second pitch that can be used in networking meetings. This needs to be adaptable to many circumstances, the people you meet and where you meet them. You'll certainly need "conversational" versions for cold calling and "speed dating" events.
Negotiation Variables	Before you get into a negotiation situation. PREPARATION is everything. You can't "wing" negotiations. You need to know your counterparts, their needs, issues and attitudes, so that you can tailor your responses.	An understanding of what you can offer your counterpart in any negotiation. What's valuable to them, but not costly for you.
Network Yourself	Before attending any event where there is an opportunity to network. This includes semi-social corporate meetings, courses etc as well formal networking events.	A more focused approach to meeting new potential suppliers, customers and, generally, people that will be helpful in driving your business forward.
Overcoming Objections	Despite the best preparation you will always come up against objections. Usually these come from the prospects fear of making a mistake or that they can't really be bothered to change.	By far the best way of overcoming objections is to anticipate them before the negotiation. This tool gives you an "Objections Map" for the most likely objections.
Planning the Questions	Questioning & listening is the second part of the face-to-face sales process. It precedes the part of the process where the seller presents their solution. This tool can be part of your preparation.	Done fully, a detailed analysis of the customer's needs and wants, identifying their specific problems.
Presenting your solution to the buyer	Matching (or presenting) your solution is the third part of the face-to-face sales process. It follows probing (questioning and listening), (when you will have identified a genuine need) and precedes the closing phase.	A convincing argument that the buyer will be substantially better off buying your solution than any other.
Understanding the Individual Buyer	When preparing to sell to an individual.	Analysis of what will influence an individual's decisions to buy from you.
Writing a Value Proposition	When preparing a pitch, presentation, leaflet, website or any other piece of marketing communications.	A good value proposition is the basis of all marketing communications from leaflets and presentations to elevator pitches.

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Project Management		
Defining & Managing Risks	In the planning stages for a project, and updated during the project on encountering "surprises". Risk management should be reviewed at the end of the project.	Identification, quantification and prioritisation of risk as the basis for developing risk management strategies for projects.
Mission Objective Task (MOT)	When planning a medium-term project with a timescale of several weeks or months.	The Mission Objective Task (MOT) technique is a simple powerful project-planning tool. It illustrates on one piece of paper all the key tasks, timed and defines responsibilities.
Quadrant II Prioritising & Focusing	When you recognise that most of your time is spent fire fighting and working to tight deadlines. (from Steven Covey 7 Habits)	The main aim of tool is to prioritise your activities and organise your working day around these priorities.

Sales management processes

6 Wastes of Sales and Marketing	When reviewing sales and marketing and marketing budgets. When stretching budgets to achieve more for the same money.	Identification of specific inefficient and / or ineffective processes.
Assessing opportunities and risks	Analysing trend and opportunity information as part of the market research process	An overview of the market environment for your business, identification of trends and the potential impact on your organisation. Produces more detail in the opportunity and threat part of a SWOT analysis.
Profiling Your Ideal Customer	A third of a sales person's prospects are poor. This tool can be used to ensure sales all sales activity is focused where it can have the biggest effect.	A genuine fit between your products, services and processes and what your customers need.
Impact of Key Accounts	When you focus on looking after your current customers?	This process identifies key accounts and analyses how important they will be to the future of the company.
Key Account Plans	When developing sales plans, forecasts and budgets.	Focus for sales person on those activities and customers that will have the greatest success
Market Selection	When deciding on the most appropriate target market.	A filtering process to focus resources on where you can get the best profit?
Onselling - White Space Matrix	When developing strategies to get more business from existing customers.	Graphical representation of new opportunities.
Planning Market Research	Effective market research is a vital early part of the strategy development process.	Information to allow you to predict the next great opportunity or the next downturn and to change your strategy to accommodate next year's developments (whether good or bad).
Prioritising Key Customers	When developing sales plans, forecasts and budgets.	Prioritisation of customers according to their actual (or potential) impact on the future growth and profitability of your customers. A clearer definition of your targets.

Sales Funnel	When concurrently managing a number of sales opportunities and a number of people in the buying organisation are involved in decision and/or competition is strong.	Track of each sales opportunity throughout the sales process Setting priorities and allocating understanding where resources will have best effect Forecast of future sales and revenues
Understanding the Buying Organisation	When developing a process for a complex sale involving several people in a buying organisation. Remember to focus on the whole account not just the immediate sale.	Analysis of the buyer organisation, the decision-making unit, your influences and ultimately your chances of success.

Success Factor

Personal Orbit	To help achieve clarity of and balance in private and professional aspirations.	A one page "word picture" that your defines your personal development and desired performance over the next three years.
Personal Single Page Plan	Following the completion of an Orbit diagram	A one page planning matrix detailing your Vital Few personal growth breakthroughs for the following year

Vision Strategy

Business Landscape	Broadly this is a tool for analysing a current business or developing new revenue streams.	A single-page illustration of new business models. This is an extremely powerful tool and complements other Winning Pitch tools perfectly, such as the Orbit, Single-Page Plan and Strategy canvas.
Orbit Diagram	When developing a forward looking vision of the business.	A one page "word picture" that summarises the company's strategic development and performance over the next three years.
Single Page Plan	Following the completion of an Orbit diagram	A one page planning matrix detailing the company's Vital Few growth breakthroughs for the year
Single Page Action Plan (SPAP)	Following the completion of an Orbit diagram and / or if you want a more strategic version of an action plan.	An easy-to-digest one page plan detailing the company's Vital Few growth breakthroughs for the year
Strategic Option and Risk	To help decide a product and market growth strategy and understand the risks involved in its implementation.	An extension of the classic matrix to assess the risks involved.