



# Growth Point

HELP PROSPECTS FINISH EIGHT JOBS FOR GROWTH TRAJECTORY

## 1 ATTRACT LEARNING

LEARNING MUST CARRY UNIQUE VALUE

Send messages in different ways that target strategy milestones.

## 2 CHALLENGE TO EPIPHANY

EPIPHANY COMES THROUGH MANY PATHS

Challenge industry status quo with leading practices to connect.

## 3 COMPETE FOR BENCHMARK

PREEMPTION OF THE PROSPECTS GOOGLE AND LINKEDIN IS KEY

Your success stories must make it to prospects before they find their own.

## 4 AFFECT REQUIREMENTS

DIFFERENTIATORS RANK ABOVE STRENGTHS

Whether lists form in minds or on reams of paper, your difference must shine.

## 5 BUILD THEIR CASE

THE CASE MUST BE MADE LOGICALLY

Sales people must be bi-lingual: committee as a second language.

## 6 CREATE CONSENSUS

CONSENSUS MUST BE BUILT EMOTIONALLY

Surround prospects socially and emotionally by serving committee agendas.

## 7 PROPOSE SELECTION

LIVE PROPOSALS GUIDE AND ADJUST TO CLOSE

Proposal calls involve a Zoom session and a live working document to close.

## 8 LEAD GROWTH

POST-LAUNCH TRAJECTORY MUST SHOW GROWTH

New clients are the best references, just before the first mistake then just after cleanup.