

Sales Masterclass

Topic 3: Positioning Your Service so it is Exactly What Your Prospect Wants.

Answering the “how do you do that?” question.

Our **profitability and cash flow improvement program**, will enable **Stanton Precision Electronics** to take full advantage of the growth opportunities currently before it.

Our **profitability and cash flow improvement program**, will enable **Stanton Precision Electronics** to remove staff frustrations generated from handling client complaints.

Our **profitability and cash flow improvement program**, will enable **Stanton Precision Electronics** to be recognised as the most successful business in its market segment

Or the statement of value may cover several frustrations

Our **profitability and cash flow improvement program**, will enable **Stanton Precision Electronics** to take full advantage of the growth opportunities currently before it and thus be recognised as the most successful business in its market segment, while at the same time enabling the owners of the business to spend more time with friends and family.



See page 2 for the suggested answers!

Answer #1

There are several things we do. For instance, we understand that price, more than any other business variable has the greatest impact on the profitability of a business.

It is our experience that most business owners take a conservative “me too” approach to pricing, and accordingly leave a lot a profit on the table.

We work with clients to help them introduce sound pricing strategies that take account of the reasons why people choose on provider in preference to another, the result is always: more profit for the business owner, and happier customers of the business.

Answer #2

There are several things we do. For instance, we believe that for a business to be great it must absolutely understand what its customers want and deliver that better than its competitors.

To that end, we work with our clients to help them build a world class customer service system. A customer service system involves meeting with customers to ascertain their needs, establishing performance standards that are congruent with both customer needs and the aspirations of the business owner, and most importantly, regularly measuring conformance with the performance standards.

Answer #3

There are several things we do. For instance, we remind our clients that some of their customers are more profitable than others, and some of the products and services they provide are more profitable than others.

Through our segmentation process we help clients identify their profitable customers and services, eliminate the non-profitable areas, and through the sales and marketing process we show clients how to absorb the capacity that has been created by making more sales to existing A Class customers the addition of new A Class customers.

Answer #4

There are several things we do. You see most accountants focus on measuring profitability. That is important but it is a lagging indicator of business performance. When we work with clients we measure **leading indicators** of performance, in that way we not only measure profit, we have a positive impact on the amount of profit the business earns.