

Grolistic

No Excuses Growth



WORKSHOP

DEFEAT COMMODITIZATION - BE PREFERRED!

Customers have many options available to fill their needs. It's easier to treat every possible supplier like a commodity, making a choice based on which is better, faster or cheaper.

Defeat commoditization, separate from competitors, by earning customer preference. Becoming your customers' preferred supplier is a simple proposition...you must produce more quantifiable value for your customer than they can get from some other supplier.

Understanding how to earn customer preference is the focus of this workshop.

- **Position As Partner, Not Peddler**
 - *Avoid the 3 common excuses that position you as another commodity*
 - *Strengthen your distinctive offering*
- **Uncover Value Generating Opportunities**
 - *Ask questions that sell*
 - *Speak the customer's language*
- **Create Proposals That Earn Preference**
 - *Leverage your options*
 - *Present to build trust*

This is a working session – not a presentation – and it will energize you.

Facilitated by Bob Schultek, Managing Partner of Grolistic

CONTACT US at admin@grolistic.com or call Bob Schultek at 216-272-4449 to learn more or to schedule a workshop.

Grolistic works with small & mid-size business leaders to implement **No-Excuses Growth** programs that drive their sales and profit growth. Then, we help them lead that growth.

Bob Schultek's 30 plus years of business ownership and business development experience have increased sales, improved profits and accelerated growth for manufacturers, distributors and service providers in a wide array of industries.

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