



NEED TO GROW NOW...BUT CAN'T

WOULD YOUR CUSTOMERS LEAVE YOU IF THEY COULD?

DEFEAT COMMODITIZATION - BE PREFERRED!

Customers now have many options available to fill their needs. It's more productive if they can treat every possible supplier like a commodity, making their choice on the basis of who is better, faster or cheaper.

You seek an opportunity to prove that your business is distinctive. To defeat commoditization, you want to be preferred by your customers.

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.

Earning your customers' preference defeats commoditization & drives growth:

- **Intensify your distinctiveness** and separate from competitors
- **Produce quantifiable strategic value** for customers, not the lowest price
- **Avoid the 3 common No-Growth excuses that position you as another commodity!**

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.



Bob Schultek rschultek@grolistic.com 216-272-4449