



Breakthrough Ideas

Survival in Challenging Times

I recently visited the Galapagos Islands, the home of many of Darwin's insights. (Here I am sporting a giant tortoise shell. It's big and heavy!)



Survival is just as challenging in the market place as it is in the wild. If you are not adapting to the changing environment, you become easy prey. Predators go for the easy kill- the slowest in the pack, the least able to defend itself. On the other hand, the most fit get the best food, shelter and the pick of the opposite sex!

- **Are you the victor or the prey?**

Are you on top of what is going on in your ecosystem? Are you driving the changes or being driven? Do you introduce the innovative products, services and/or business models? Do you have a strong value proposition that justifies your incremental price- or are you at the bottom of the food chain picking up the scraps? Are you on top of the coming changes, providing valuable insights - to influence the buying decision more than the competition? This is especially important in a down economy, when times are leaner.

- **Do you have the "A" Team?**

Have you hired the best out there? Do you have the vision, product offering and management team that attracts the A players? Do you have a good method for selecting the top players? What do you do to test how well they will do in your environment? Many top performers from another environment have trouble making the transition to a new one. For example, top equipment sales people often have difficulty shifting to selling software or a service.

- **Do they have the skills and tools to survive... and thrive?**

Do you have the training to ramp your people up quickly? Do they know all they need to know about how your offering meets your customers' needs better than the other alternatives? Are they able to help prospects appreciate the subtle distinctions that deliver incremental value? How do they respond when business or technical complexities or customer politics slow the deal down? Do you have an easy way for people to access ROI analyses, slide sets, testimonials and case studies?

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- **Does your pack work well together?**

Do your people get all the support they need in the heat of the battle? Smaller animals can win vs. much larger ones when they work well together- like a pride of lions taking down an elephant. What do you do to make sure the team stays focused on the objective vs. getting distracted by other tasks or internal politics? Is everyone on the team aware of and acting on the latest information? Are they a bunch of lone wolfs running their own plans- or a well-coordinated team executing the same plan?

Please feel free to contact me if you would like to discuss this further.

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Accelerating Revenue Generation!