



KEYS TO SUCCESS

STRATEGIC MARKETING & TACTICS



**As a business owner, ask yourself:
How does Sun Tzu's philosophy of
war apply to your business
becoming more successful?**

The answer: Envision your competition as the
"enemy."

The war is won by your company facing competition
in battle, defining your moves through developing a
strategy first, then tactics to support your strategy.

When businesses rely on tactics first, they may win a
battle but lose the war.

**DON'T LET YOUR COMPANY WIN THE BATTLE
BUT LOSE THE WAR.**

In the following pages, we outline what's necessary
to develop strategies and tactics critical to your business success.



“Win the war” and grow your profits

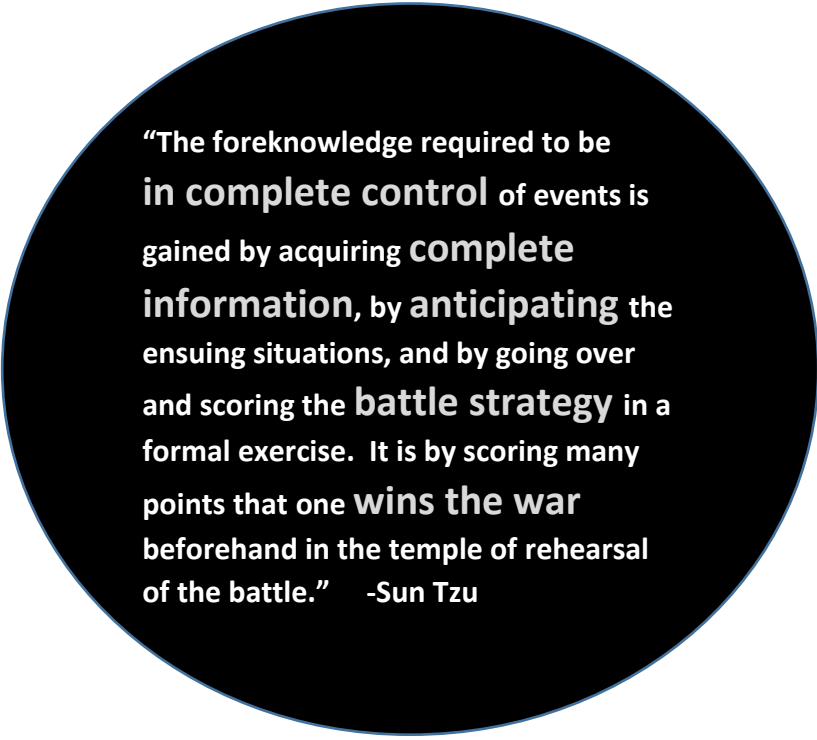
Your Extended Success is here to help you and your organization best define your competitive advantage within your market(s) and with customers to grow your business, improve your profits, and realize your vision of success.

Our approach is two-fold: 1. Defining your competitive advantage (an internal look at your company, team, and current client base); and 2. Communicating your Competitive Advantage (externally-focused on your key messages and closing deals).

Defining your Competitive Advantage

Do the strategies your company developed and implemented before going to market continue to convey your best competitive advantage? Are you clearly demonstrating what makes your company distinct from the competition? How does the alignment of your current strategy and tactics measure up to the checklist below?

- ✓ Understanding the difference between strategy and tactics
- ✓ Staying ahead of ongoing changes in the markets served; adjust strategy and tactics to meet those changes
- ✓ Using different strategies depending on the competition
- ✓ Adjusting and developing tactics in alignment with strategies
- ✓ Understanding the stages of employees becoming strategic sales/marketing persons
- ✓ Having a Competitive Advantage Statement
- ✓ Having a Strategic Sales/Marketing Plan to help manage and direct sales and business activities to potential and existing customers/clients
- ✓ Having up-to-date insights into strategic sales practices



“The foreknowledge required to be in complete control of events is gained by acquiring complete information, by anticipating the ensuing situations, and by going over and scoring the battle strategy in a formal exercise. It is by scoring many points that one wins the war beforehand in the temple of rehearsal of the battle.” -Sun Tzu

Want to talk through one or more of these areas? Give us a call or message us. We are excited to help you and your business reach your highest expectations and beyond.

Communicating your Competitive Advantage

Do your potential and existing customers within the markets you serve fully understand and appreciate your competitive advantage? How does your marketing strategy incorporate communicating your competitive advantage? What strategies and skills are you focused on, to help your people expand business, close sales and establish strategic partnerships with customers?

More specifically, do you have the tools to:

- Plan and execute a strategic business call
- Know how to identify the different buyers in a sales call
- Develop strategies on how to sell to different personalities in a sales call
- Secure appointment(s) with Senior Management using a nine-step strategic process
- Uncover each customer's Critical Success Factors to differentiate your organization, yourself, your products and services
- Build and leverage relationships to enhance acceptance and use of your products and services
- Qualify accounts to determine analysis where the payoff for actions will be greatest

“An archer shoots from between shoulder and chest and hits a soldier over a hundred paces away who does not even know where the bolt came from. Hence it can be said that the bow and crossbow exemplify strategic advantage.”

- Sun Tzu

Is it time for a more detailed review of your strategic marketing and tactics? Contact YES!

YES will work closely with you and the team members you nominate to determine the most relevant objectives for your current business and market share and tailor an approach specific to your needs.