



ROCKET BUILDERS

**The five most common
obstacles to revenue growth**

**And three things that can
be done about it.**

What's in it for service companies?

- More billings
- Larger billings
- Being different from your competitors



1. Everybody Lies (*House* , 2006)

- ◎ Most hard data is based on assumptions
- ◎ Decisions are made politically
- ◎ Starting an activity, expecting an outcome but ignoring the execution



2. Ignore how people buy

- ◎ Selling process ignores buying process
- ◎ Ignoring customers
- ◎ Not watching all the customer touch points for consistency



3. The commodity cellar

- ◎ “Your price is too high”
- ◎ Allowing product/services value to be reduced to a commodity
- ◎ Failure to build brand awareness with customer.



4. Inconsistent marketing

- ◎ Egocentric, not client centric
- ◎ Failure to research.
- ◎ Failure to market.



5. Management as fire fighters

- ⦿ Having an ad hoc company, not a planned company
- ⦿ Don't know that they don't know
- ⦿ Talking too much, not listening to client.



What can be done?

- ◎ Sell the way people buy
- ◎ Talk to their interest
- ◎ Market your value



Sell the way people buy

- ◎ Referral
- ◎ Have a vertical focus
- ◎ Sales is a transfer of feelings.



Talk to their interest

- ◎ Give what they need
- ◎ When they need it
- ◎ Using their language



Marketing the value

- ◎ Why buy from you and not the competition?
- ◎ Build brand awareness with customer.
- ◎ Invest in a relationship,



Opportunities to add value

- ◎ Build trust with more precise offerings
- ◎ Offer to sit in on client annual planning meeting, gratis
- ◎ Become a client hero with unique knowledge of their business



Why care?

- More billings
- Larger billings
- Being different from your competitors



For More Information

◎ Please contact:

- Reg Nordman
(rnordman@rocketbuilders.com)
- Rondi Shouse
(rshouse@rocketbuilders.com)
- Geoffrey Hansen
(gchansen@rocketbuilders.com)



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