

Your Name: .....Your Company .....

Date .....

## The FastGrowth Workbook for you to:-

**GAIN YOUR IDEAL CUSTOMERS**

The purpose of this workbook is to assist you to create and implement a successful plan for you and your Team to gain your ideal customers

The goal is that within 12 months you substantially increase your profitable sales

### Contents

1. What's the strategic problem?
2. Decide your goals for gaining your ideal customers
3. Identify your prospect's priority problem and key need
4. Align your clear, important solution to your prospect's need
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6. Decide your next actions

Prepared for:  
- **The Alpha Group Members**

Prepared by:  
- **FastGrowth Services**

**Inspiring you and your company to thrive**

## 1. WHAT'S THE STRATEGIC PROBLEM?

Most of us have ambitious goals for our businesses. This could result in us substantially growing the value of our respective companies. However, some of our companies **just aren't achieving enough of the profitable sales** that we need for our company growth.

Our **strategic problem** could be that we're just not gaining enough profitable customers (at good prices) for our company.

So, on a scale of 1 to 10 (where 1 is barely adequate and 10 is outstanding) in the box below **assess your company's current effectiveness to gain enough ideal customers**

Currently, what are your **strategic conclusions** about your assessment?

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After this workshop, what are **additional strategic conclusions** on your company's **potential effectiveness to gain enough ideal customers**?

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## 2. DECIDE YOUR GOALS FOR GAINING YOUR IDEAL CUSTOMERS

1. From your strategic conclusions on Page 1, what is/will be the **negative impact** on your company of **not** gaining sufficient ideal customers?
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  -
  
2. How much **time and money** are you prepared to **invest** over the next 12 months to significantly increase your effectiveness to gain sufficient ideal customers?
  - 
  -
  
3. Your **sales & gross profit goals**:-
  - Your current sales turnover
  - **YOUR % GROSS PROFIT ON THESE SALES**
  - What do you want your sales turnover to be in 12 months' time
  - The % increase in annual sales you want
  - **AT WHAT % GROSS PROFIT**
  - **How many ideal customers do you currently gain each month/quarter**
  - **So, how many ideal customers do you need to gain each month/quarter to achieve your sales & gross profit goals**

### 3. IDENTIFY YOUR PROSPECT'S PRIORITY, CRITICAL PROBLEM AND KEY NEED

The **objective** is for you to **assist each** of your high probability prospects to identify the **pain** and **financial consequences** they are experiencing with their current situation. Then, assist your prospect to define a **specific and key need** they have as a result of this pain.

To achieve the above, a good **sequence** of **strategic questions** is for you to:-

#### 1. Briefly clarify their current situation

Ask just a **few** questions to clarify your prospect's key goal and current situation in relation to this goal

#### 2. Identify their critical problems

Then identify together with your prospect 2 or 3 critical problems that this current situation is causing him. (The problems could include low sales, high costs, dissatisfied customers, demotivated staff etc.) Then agree with your prospect their **priority**, critical problem

#### 3. Determine their pain

Most of us are motivated to find ways to overcome the physical, mental or economic pain that our problems cause us. So assist your prospect to determine the **pain** that their priority, critical problem is causing him

#### 4. Calculate the financial consequences

Then with your prospect, calculate the financial consequences (i.e. **in money**) of their priority, critical problem. (These important financial consequences could include missed opportunity sales, claims from customers and lost profits)

#### 5. Identify their specific and key need

Finally, from the above, identify together the **specific and key need** that your prospect has (i.e. what they need) to overcome their priority, critical problem

Use the worksheet on Page 4b to work in pairs for you to become effective in the above process

## THE WORKSHEET TO IDENTIFY YOUR PROSPECT'S PRIORITY, CRITICAL PROBLEM AND KEY NEED

**1. Briefly clarify their current situation**

a) **Their key goal**

b) **Their current situation in relation to this goal**

- 
- 

**2. Identify the critical problems that this situation is causing them**

- 
- 
- 

Agree together their **priority**, critical problem and asterisk it above

**3. Determine the pain that their priority, critical problem is causing them**

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**4. Calculate the financial consequences of their priority, critical problem**

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**5. Identify the specific and key need to overcome their priority, critical problem**

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## 4. ALIGN YOUR CLEAR, IMPORTANT SOLUTION TO YOUR PROSPECT'S KEY NEED

Having assisted your prospect to identify their specific and key need, the objective is for you to align your clear, important solution to this need. To achieve this, some effective behaviours and actions for you to take are:-

### 1. Summarise your solution clearly and succinctly

The key to your success is to be brief, clear & succinct. (A suggestion for you. With your Team, identify together some of your prospects' key needs and generate solutions for each of these needs. Write each solution in less than 20 words. Then evaluate your solutions on a scale 1 to 10 for a) how **clear** and b) how **succinct** they are)

### 2. Make your solution valuable to your prospect

With your prospect, revisit the important financial consequences of their priority, critical problem. Then show how investing in your proposed solution will help your prospect to make a significant contribution to these financial consequences. With your prospect calculate their Return on Investment (**ROI**) of your proposed solution.

(Another suggestion for you. With your Team, identify the likely financial consequences and potential ROI's for several of your actual customers and likely prospects)

### 3. Establish the urgency of your solution

Ask your prospect how **urgent** it is for them to find a solution to their priority, critical problem. Identify a key future date when the solution needs to be implemented. Show how your solution meets this deadline

### 4. Demonstrate your key differentiator

Identify and demonstrate at least 1 distinct and specific advantage (your differentiator) that both your solution and your company bring to your prospect (i.e. emphasise what truly makes you stand out)

Use the worksheet on Page 5b for you and your Team to become highly effective in the above process

## 4. THE WORKSHEET TO ALIGN YOUR CLEAR, IMPORTANT SOLUTION TO YOUR PROSPECT'S KEY NEED

### 1. Summarise your solution clearly and succinctly

Your 15 word summary of your prospect's specific and key need:-

Your clear and succinct 15 word summary of your solution for their need:-

### 2. Make your solution valuable to your prospect

The financial consequences to your prospect of their priority, critical problem:-

The prospect's investment in your proposed solution and their likely return on this investment :-

Investment value

ROI

### 3. Establish the urgency of your solution

Identify the latest dates when your prospect wants/needs to start benefitting from your proposed solution

Earliest date possible:-

Latest date acceptable:-

### 4. Demonstrate your key differentiator

Summarise at least 1 specific advantage (your differentiator) that both your solution and your company brings to your prospect (i.e. emphasise what truly makes you stand out)

Your solution:-

Your company's:-

## 5. AGREE THE CONTRACT WITH YOUR IDEAL CUSTOMER

Ask your prospect what they **think** and **feel** about your proposed solution/offer. Then, ask if there is anything they are unsure about and answer these. On any key item, give reassurance to your prospect. An effective way of doing this is to say that a number of your existing customers said they **felt** the same way but **found** the proposed solution worked well for them.

### Agree the contract with your new customer

So how best to now ask for the business?

Closing should be automatic if your good work in the previous sections has been followed. Having checked that your prospect is happy with what has been offered, three effective ways to agree contracts (i.e. to close) with ideal customers are:-

**1. The command close**

**“Ok, let’s complete the paperwork . . . .”**

**2. The alternative close**

**“Would you prefer to pay by BACS or Paypal?”**

**3. The minor point close**

**“Will you require 6 or 12 extra handbooks from us to go with your Training Course?”**

Please write down below your most effective close



## 6. DECIDE YOUR NEXT ACTIONS

Your next actions	By whom?	By when? (latest)
<p>To <b>refine your plan</b> to gain your ideal customers, what are your <b>immediate</b> next actions?</p> <p>1.</p>		
<p>2.</p>		
<p>To <b>engage</b> your Team in your plan, what are your next actions?</p> <p>3.</p>		
<p>4.</p>		

Which is your **priority** action above? Please asterisk it.

Don't forget to go back to the beginning to add any strategic conclusions.