

**Business
Planner**



WINNINGER *Institute*

Full Price: "Creating Value that Demands Full Price!"

developed and presented by
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Providing tools and resources that help organizations
outthink, out maneuver and outlast the competition.

WINNINGER Institute for Market Strategy

Defining Your Unique Market Advantage!



SESSION 1

The market is faced with the forces of change. What is happening will require us to re-engineer the way we capture sales.

Market Dynamics

- Proliferation
- Polarization
- Increased Price Sensitivity
- Lack of Differentiation
- Customer Confusion
- Increased Costs

Competition continues to build a price defense while the customer is confused as to real value in the face of economic trends that stimulate price rather than cost strategy for buying.

Factoid:

It's not what you want to sell, but rather what the customer wants to buy that will give you position power!



Define Your Position!

- 1.
- 2.
- 3.
- 4.

Footnote 1:

The stronger the confirmed definitive statement you create, the higher will be your position strength in your competitive market place. Define your purpose as close to the highest need of your best customer as possible.

Remember, it is not what you sell, but rather what your customer buys that will make you the sales leader in your market.

Challenge:

In 24 words or less,

Define what you do for your customer:

Strategies That Gain Market Advantage!



SESSION 2

Organizations have awakened to the fact that all the tactical selling approaches that have ever been conceived have limited net effectiveness, unless they are tied into or result from long term strategy.

Strategy is the guiding force that propels you forward once you have defined your destination. Strategy is the birth place of the tactical maneuvers that make things happen.

10 Strategic Operatives

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.



8.

9.

10.

Footnote 2:

WINNINGER factoids . . .

Imperatives that frame your reaction to the market.

- You're either a price distributor or a value distributor. You can't be both.
- All market strategy must begin with a target customer.
- If you treat your customers the same the best will go away.
- 80% of your profit comes from 20% of your product line.
- The more your defined market niche, the greater the potential results.
- Low price market strategies will be fatal in the long term.
- It's not what you sell, but what the customer buys that has real value.
- Those who control the buying cycle capture more sales.
- It's more critical to have a strategy rather than a bunch of great ideas.
- Similar type customers associate with each other. They are found in clusters.
- It's better to have great customers searching for great products than great products in search of great customers.
- Your business will never be any better than the quality of the point of transaction.
- No one can afford to have anyone on the payroll who doesn't grow the business.