



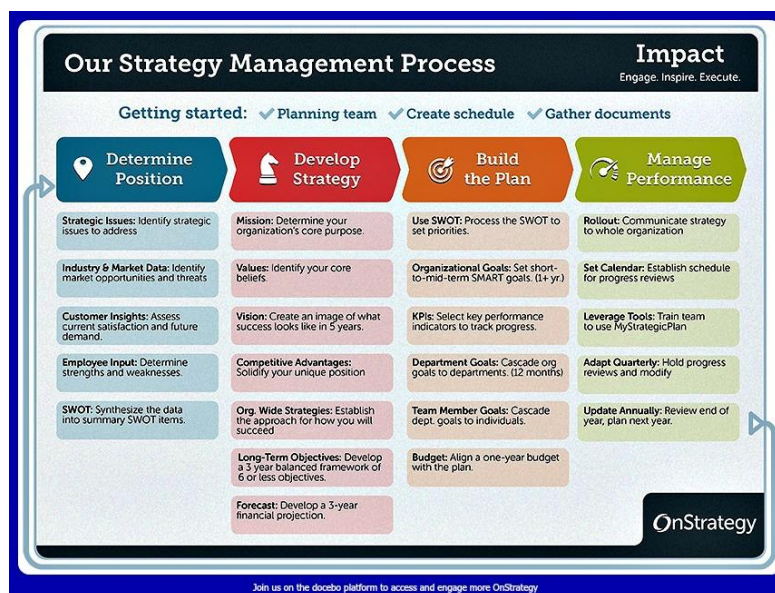
Part III: Enhance

“Without change there is no innovation, creativity or incentive for improvement. Those who initiate change will have a better opportunity to manage the change that is inevitable”.
WILLIAM POLLARD



The steps we will follow, within the eBook and eLearning program, in Part III are:

- (i) Further learning how  works, applying it to maturing our customer relationships value curve and identifying common/potential areas to becoming the trusted advisor within our client base.
- (ii) Reviewing and working through the  FE FORCE business improvement checklist.
- (iii) Summarizing what we have accomplished in Parts I-II-II and the cumulative impact on your business.



Join us in our [eLearning program](#) to engage more **OnStrategy** resources.



How it Works:

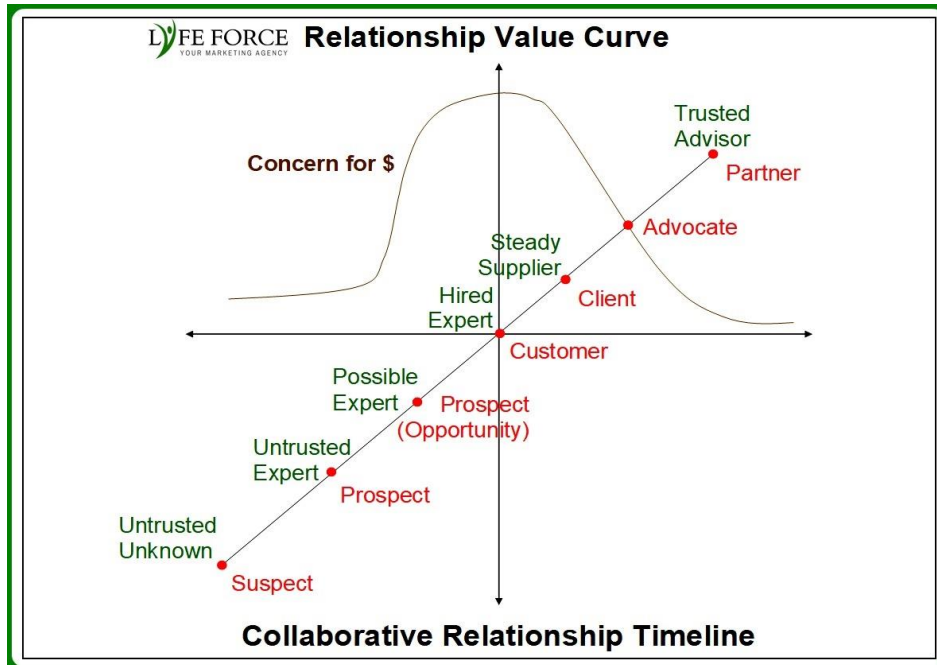


Within our eLearning Program

- Listen to StoryBrand video
- Download 8-1/2 x 11 Brandscript
- Download 11 x 17 Brandscript
- Download StoryBrand Workbook

Complete Brandscripts for each of your key client Persona's

As we practice and execute the Story Brand concepts and become a proven guide to solving our client's problems, we advance up the relationship value curve to become the ultimate trusted advisor.




Some of the most common areas of opportunity to earn the status of trusted advisor include:

- Strategic, creative advice to helping our clients build brand affinity and awareness.
- Product ideas that promote engagement, retention, appreciation and value.
- Solutions that achieve and exceed desired return on investment.
- Value added services that take work and costs off the shoulders of our clients.

**STOP BEING
AFRAID OF
WHAT COULD
GO WRONG,
AND START
BEING EXCITED OF
WHAT COULD GO RIGHT.**

— TONY ROBBINS

Now, as we head into the  LIFE FORCE business improvement checklist, let's follow Tony

Robbins Decision Strategy Steps:

1. Outcomes: define what you desire.
2. Options: identify intelligent alternatives.
3. Consequences: list the upside and downside.
4. Evaluate: probabilities of success.
5. Mitigate: the downside.
6. Resolve: the decision and actions to achieve the outcomes.

Place a **check mark (✓)** in areas that represent opportunities for business improvement.

1. OUTCOMES: (Desires)
 - a. Increase revenue (sales)
 - b. Increase margins (GP)
 - c. Increase net contribution (NC)
 - d. Increase net profits (NP)
 - e. Increase business value (BV)

(a) Increase revenue (sales)- options:

- ___ Process to implement and manage your S.W.O.T. conclusions (established earlier in the eBook)
- ___ Process to leverage your revenue assets & execute your opportunity rankings (also established earlier)
- ___ Story Brand training and execution
- ___ Develop account penetration plans for top growth opportunity clients
- ___ Consider positioning your business to offer full services of promotional products, incentive marketing, print and value-added services
- ___ Consider expanding your sales team
- ___ Consider acquisitions as an additional method of growth

(b) Increase margins (GP)- options:

- ___ Alternative sales compensation plans can place more focus, reward and compensation for margin Improvement
- ___ Strategic supplier relations programs (working more with fewer suppliers) can improve costs/ margins
- ___ Becoming a trusted guide (Story Brand and relationship curve) will improve margins

(c) Increase net contribution (NC)

- ___ Improving (a) and (b) have a double compounding increase on NC

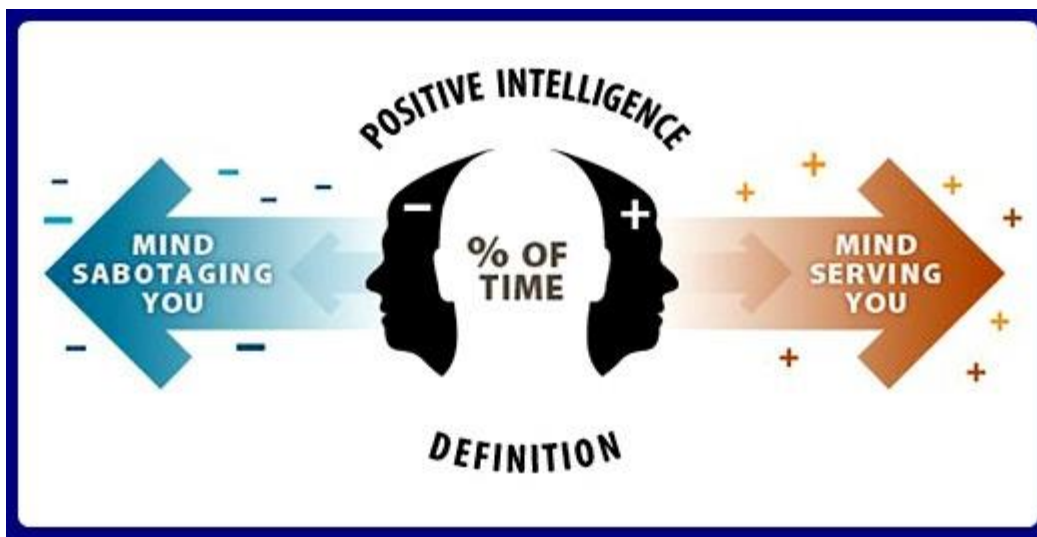
(d) Increase net profits (NP)

- ___ In addition to above, there are several shared overhead business models available to reduce general and administrative overhead (back office service bureaus, sharing IT costs, etc...) There are ways in today's world to reduce most expenses and convert traditional fixed expenses to variable.

(e) Increase business value (BV)

- ___ All of the above topics combined with further review of your Valuation Model build BV.

Our last enhancement topic before moving on to Part IV: Win is **Positive Intelligence**. For some this topic will be too deep and/or your organization may not be willing for this level of openness. But the rewards for this level of business maturity is tremendous. These skills not only help all of us as individuals, but also hold huge potential impact on coaching, team building and mindfulness with our clients.



Intro to Positive Intelligence available in our [eLearning Program](#)



Strategic Account Management
The ultimate sales performance skills

STEP 02

RESEARCH

STEP 05

BIG PLAY

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