



I have Good News and I have Bad News!

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I have good news and I have bad news! First, the good news – in complex selling environments you really shouldn't be too concerned about eight out of every ten of your direct competitors in your marketplace. Why, because based on a time-tested axiom and some grey hair experience – eighty percent or better (80%) of all of your competitors will only account for twenty percent (20%) of the total sales opportunity in your marketplace. These organizations are also known as **Followers**.

Now for the bad news! You guessed it, the other twenty percent (20%) do! And, they have or want the same eighty percent (80%) share of the market that you want and need to get! And you can be absolutely sure they are busy devising strategies, innovating and redefining their business models, methods and processes to be the dominate force in your marketplace! These organizations are also known as **Leaders**.

So, here is a simple question - **Are you a Leader or a Follower?** If you answered a leader – what proof could you offer someone that you are doing all of the things necessary to ensure that you are a leader?

- Do you have a clearly defined vision and mission?
- Have you communicated it to the people that work for you?
- Do your people have clear goals and objectives and a track to run on for accomplishing them?
- Can everyone in your organization articulate and deliver on your value proposition?
- Are your and their goals and objectives tied to any specific metrics and goals? How often are they reviewed?
- When someone is not on goal, how do you respond to him or her?
- How often do you communicate with the people in your organization about how the company is doing?
- What is your working environment like?
- How would your people answer the same question if asked about your commitment to a marketplace leadership position?
- If asked privately about your company's integrity and of the individual principals in the firm, what would they say?
- And the list goes on!

In the highly competitive marketplace we operate in today all too many sales organizations are only giving lip service to the process of implementing a strategy that will result in being a marketplace leader. Instead, they attempt to '*wish*' themselves into a leadership position. How? Among other things by using words that 'sound like' those used by the true marketplace leaders. Just 'saying' you are a leader is old school thinking and will fail in the marketplace today. If you can't deliver on your value proposition you had better rethink your strategy. So, which will it be? The benefits of creating competitive advantage by a marketplace leader are huge; both financially and more. But, being a leader is also not or the faint of heart. Go back through the questions and ask yourself where you are relative to where you want to be.

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