

Grolistic

No Excuses Growth



DEFEAT COMMODITIZATION - BE PREFERRED!

Customers now have many options available to fill their needs. It's more productive if they can treat every possible supplier like a commodity, making their choice on the basis of who is better, faster or cheaper.

You seek an opportunity to prove that your business is distinctive. To defeat commoditization, you want to be preferred by your customers.

Becoming your customers' preferred supplier is a simple proposition...you must produce more quantifiable value for your customer than they can get from some other supplier. Understanding how to earn customer preference is the focus of this workshop.

Learning Objectives:

Learn how to defeat commoditization by becoming your customers' preferred supplier.

- Define your core customers by their contribution to your profitability;
- Strengthen your value proposition, brand positioning and distinctiveness;
- Leverage your unique value to produce quantifiable benefits for your customers;
- Separate your business from competitors and profit by your preferred position.

CONTACT US at admin@grolistic.com or call Bob Schultek at 216-272-4449 to learn more or to schedule a workshop.

Grolistic works with small & mid-size business leaders to implement **No-Excuses Growth** programs that drive their sales and profit growth. We help them lead their growth.

Bob Schultek's 30 plus years of business ownership and executive business development experience, coupled with **No-Excuses Growth** process, have increased sales, improved profits and accelerated growth in a wide variety of businesses.



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