

Same Service, Different Client Needs

No matter what business you're engaged, you probably perform work that meets various client needs.

You can see the relevance, but can your client?

Cut past the clutter

Clients operate with filters of interest for information today—and what's relevant to them can change quickly.

Grab attention

Improving your agility to communicate from the client's likely viewpoint is essential to grab attention.

Target the audience

The more specific you make the relevance—the more likely the client will notice you.

Multiply the IMPACT

By targeting your audience down to 50-100 people who share an interest, you can really gain more acceptance and reputation.

The following shows how using one project, you can multiply your relevance by communicating from four different perspectives. Using this exercise improves your agility with various buyers and buying influences to communicate your solutions. You save time and better relate to different buyers who may be part of the sales process—particularly in larger companies.

This particular example is on a professional group website that provides “One stop shopping” for a business leader looking for a consultant to “solve my problem or help me realize my opportunity. The hardest part of writing this was stating the one sentence problem in a manner the client would say it.

Four Client Needs: One Project

Marketing and Sales Effectiveness:

**Our business needs to reduce the cost of sales without losing sales:
or even stronger**

Our business needs to produce winning proposals that cost less.

Problem: Our proposals cost too much, but we need to support sales.

Organizations can't stop doing business to change the business--especially the front line production team that supports sales proposals, graphics, presentations and e-business. Add an unprecedented volume of proposals, poor working relations with sales, intense conflict among production staff, inadequate work processes, and reaction to change of merger.

Solution: Use short, targeted meetings to achieve the change and reinforce new habits over 2 months. By equipping the production unit with teamwork and problem solving skills, they became part of the solution.

Results:

Costs reduced 40% on \$10M budget.

Throughput almost doubled.

Capability has sustained since 2002. Proposals part of winning sales.

To learn more about the consultant, [press here](#)

Financial Strategies:

Our business needs to reduce cost of administration:

Problem: Our proposals cost too much. The front line production team that supports sales proposals, graphics, presentations and e-business needs to slash its budget by 40%, but keep the sales effort supported. An unprecedented volume of proposals has resulted in poor relations with sales and intense conflict among staff. The merged staff has not developed work processes to realize savings.

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Competitiveness:

Our business needs to realize the economies of scale of a merger:

Problem: A merged sales support group has not developed a new system for working together, which is preventing cost reductions and bottlenecking production. Organizations can't stop doing business to change the business-- especially the front line production team that supports proposals, graphics, presentations and e-business. Add an unprecedented volume of proposals, poor customer relations, intense conflict among staff, inadequate work processes, and reaction to change of merger.

Solution: Use short, targeted meetings to achieve the change and reinforce new habits over 2 months. By equipping the production unit with teamwork and problem solving skills, they became part of the solution.

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HR Leadership Strategies:

One of our newly merged departments is not working together:

Problem: Newly merged department: people are not working together. The front line production team that supports proposals, graphics, presentations and e-business has intense conflict among staff and has not developed a workable system since the merger, which has resulted in poor "internal customer" relations. Add an unprecedented volume of proposals that creates a major difficulty: it's hard to take front line staff away from the office for any extended period: their work is time sensitive and driven by external customer requirements.

Solution: Use short, targeted meetings to achieve the change and reinforce new habits over 2 months. By equipping the production unit with teamwork and problem solving skills, they became part of the solution.

Results:

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[Are You Gaining the Impact From Your Marketing, Sales and Service You Deserve?](#)