



Clarity - Focus - Results®

Do you have a winning strategy? Tips to get you there...

- What is your vision for the future? (Your compelling long-term goal)
- What competitive forces will affect your industry in the coming years (competitors, new entrants, substitute offerings, suppliers, customers) - and what moves do you need to make now to address them?
- What macro forces will impact your business environment (political, economic, social, technology) - and what moves do you need to make now to address them?
- What geographic areas do you plan to serve, and how will you access those locations?
- Who is the ideal target customer for your brand?
- What is your target customer trying to achieve, and how will you address this need (now and in the future)?
- What core activities will you perform (now and in the future)?
- What non-core activities will you stop doing?
- How will you strategically position your brand in the marketplace?
- What benefits will you offer?
- What clear promise will compel your customers to act?
- What key strategic moves do you need to make within the next 3-5 years to position your firm for future industry success?
- What goals and milestones will measure your success along the way?
- What is the current roadblock that you must get past?
- What projects will you implement in the coming quarter to move your business in a strategic direction?
- What Key Performance Indicators will track and drive the success of your current business model?

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