

The background of the image is a photograph of a classic American diner at night. The diner's facade is illuminated with bright neon lights in shades of red, blue, and white. A prominent neon sign on the roof reads "Mel's" in a cursive font. Below it, another sign partially visible says "Diner". The diner's large glass windows reflect the street lights and show the interior, which is filled with various items like coffee makers and kitchen equipment. In front of the diner, two classic cars are parked. On the left is a light-colored, possibly silver or chrome, car with a distinctive front grille. On the right is a dark-colored car, possibly a Ford Mustang, with a prominent front grille. The overall atmosphere is nostalgic and vibrant.

# TEN SECRETS TO MORE SALES

**MARKET**

FIT



# 10 SECRETS TO MORE SALES

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# INTRODUCTION

Stalled or stagnate growth is one of the most frustrating things in a business, because if you aren't growing, you're going backwards.

It's the age-old desire. We all "want more sales". While most businesses have a great product or service, what they are missing is the ability to drive leads and sales.

More often than not, Small Medium Enterprise ('SME') business owners fall into one of two traps when looking for growth. The first of these traps is for those that see potential in offering to serve everyone, which ultimately will lack the focus required to attract customers and ends up serving no one. This is because they are too generalist to register on clients' radars, leading to uncertainty and guessing. And the second trap is for those that know who they serve,

but need help to find them, make their offer clear and turn leads into customers.

Because ultimately, if you want to increase sales you have to reduce uncertainty.

But, at Market Fit, we believe that we have found a fix! And one that hasn't been based off a wing and a prayer.

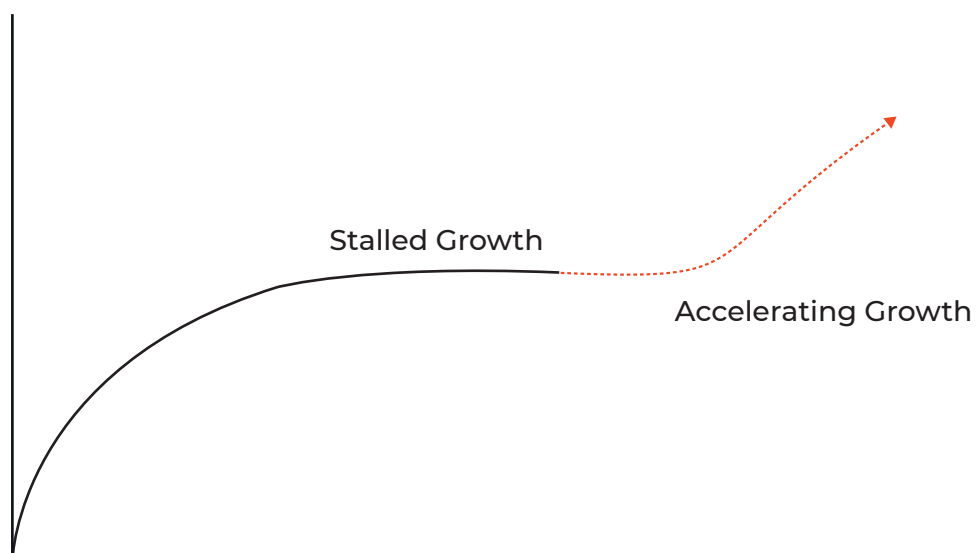
See, in order to flourish as a successful company, you have to leave behind the frivolous tactics and hone in on what will make your brand, yours.

1 year from now.

2 years from now.

Even 5 years from now.

It's time to get down to business – and we mean business that's born out of purpose.



So, where do you start?

We all know that being in business, means that we are going to be in for one hell of a ride.

Sales and leads won't magically appear. It takes strategic planning and proven methodology to get the job done.

We all want to see sales, hell, it's even borderline addictive to watch those sales rise. Sales are the engine that powers the business.

But, what a lot of companies are missing, is the ability to inherently drive the leads and sales they need, in order to successfully raise their sales rates. And often, this is down to uncertainty that plagues and surrounds their company.

Who is our target audience? What promotion will work best for our company? Why did our last trend work so well, but this one not so much? Why are the sales not rising higher and higher?

At Market Fit, we believe we have truly found the solution. And what's more, is that we have spent time perfecting, analysing and fine tuning this solution. We know what works, and we know what doesn't work.

It's a bitter pill to swallow, but even if you got lucky for those first few months, even years, of your company taking off, it is a known fact that

sales and leads cannot just generate themselves. And what works for one company, may not work for another, even if they appear similar.

But what does work, what has been tried and tested, is our universal tool that will help your business succeed. Even if your business is more unique than others, even if it fits into that tiny little nook of the niche companies, our method will work for you.

Don't just take my word for it though, I welcome you to try it yourself. Try it yourself, and watch as success worms its way back, and makes itself comfortable, in your life.

We believe *if you want to increase sales you have to reduce uncertainty*. This guide will help provide you with clarity in

- Who your customer is
- How to attract them
- What problem you solve for them
- How to find leads
- How to convert leads into sales





# WHY SHOULD YOU LISTEN TO ME?

As far back as I can remember, I've chased that endgame, just like you might well be doing. We are the driving forces behind our own achievements. We want to see success.

But what does success look like in a world of change? I started my career focused on corporate success. Graduating as an accountant, and quickly moving to Sales and Marketing allowed me to chase my dream. The corporate world allowed me to mastermind global campaigns, help launch some of the coolest products, and gave me the opportunities of travel and skills I had only dreamed of beforehand.

However, my disruption to the equilibrium came in the form of a good old redundancy due to a company merger. If you haven't faced redundancy yet, well done, I hope it continues that way for you.

If you have, then I have been right there with you. Those feelings of inadequacy and failure are all consuming. A few deep hearted sighs, and a pat on the back, followed by a don't let the door hit you on your way out. It was crushing.

And for a week, I moped, I despaired, I wondered how after all my experience, I could be facing failure when I had felt so secure. And then I realised something, I hadn't come out of it empty-handed at all. In fact, I had a solid relationship with experience that had come with having served in the corporate world for over two decades.

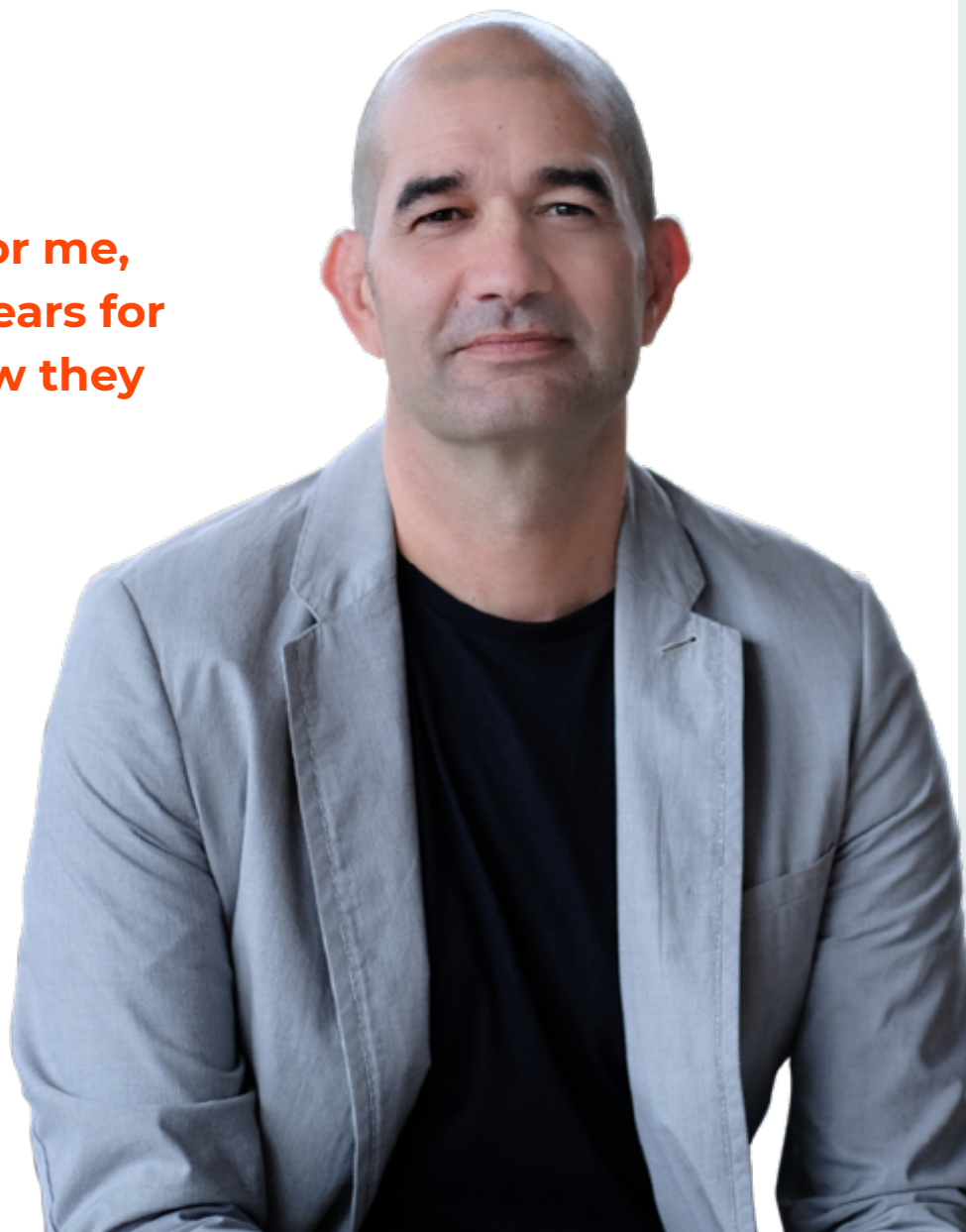
This experience had taught me discipline, so I peeled myself off of my chair of self-pity and I got to work. I created a solid strategy as to how to utilise my experience and put it into action for my next move, my own business.

Starting out is tough, and if you are there in the throes of it right now, again, I hear you. There is no history of the tried and tested to tread on, there are no arrows pointing you in the right direction. And while I sat there, turning my plan of action over in my head, I realised that throughout my career had always analyzed the strengths and weaknesses of each project, ultimately, I had been creating a blueprint to growth, a set of rules that I had refined and used time and time again.

So herel am, offering you those exact same rules. I advise you to take these on board as principles to adhere to, not tactics. These Ten Secrets of Growth are derived from my extensive experience in what works.

These rules have allowed me to help make B2B service businesses thrive.

**“They have worked for me, and for the past six years for my clients, and I know they will work for you.”**





# #1 FISH WHERE THE FISH ARE

I realised the significance of our number one rule quite literally. Fish where the fish are. Nothing could be simpler. After working my ass off in the corporate gig, a Bach and a boat back in New Zealand was a reward to my hard work. And as we eagerly climbed in to bring in those fine catches, I found that I failed dismally. And not only that, but I wasted a lot of time and fuel, chasing one spot to the next, hoping that just round the corner would be our big prize, our pay-off so to speak.

We had cast our nets too wide and brought back next to nothing.

If this concept is new to you in regard to your business plan, it may seem fairly counterintuitive, perhaps even the kind of thinking you have been trying to avoid. Staying in your lane.

But what if there are bigger fish out there to fry, if you only find that magical spot?

It's tempting right? Reach out far and wide, and surely you will bring in more customers. Well, far from it actually, this approach and manner of thinking could be your downfall. I have experienced that temptation first-hand. I have weighed it up alongside the pros and the cons. Yet eventually, I have found that those that reach out too far, usually come back empty-handed.

It's obvious that at the time of my fishing trip, I was no expert. In fact, had I been such an expert, I would have known the exact fish I was targeting, and I would have applied the right gear and bait accordingly.



This is what customers are now looking for, experts. Gone are the days where you could cast your net far and wide and reel in the goods. It's time to knuckle down, and focus. Refine your craft, refine your experience and knowledge, and this is how your business will succeed. If you stay in the middle, a jack of all trades, master of none, there will always be someone better out there to take your place.

And yet, I hear you, what about all those other customers you might lose by focusing down? But the opposite is true, by narrowing down your niche market, you won't be losing customers, you will only be gaining. Because, by narrowing down your focus, you will learn your trade faster and more aptly than you would focusing on everything all at the same time. As you build trust and security with loyal customers who praise your skill, you can lend an ear to find out ways in which you could further help them.

"If you chase two rabbits, you will not catch either one"

Russian Proverb

The problems with many businesses, especially SMEs are that they fear specialisation. They don't realise that by honing in on one particular expertise, they could open a world of possibilities. Imagine it as looking at an organism under a microscope. From afar it may seem like a miniscule blob, yet under closer inspection there are countless details and aspects to be explored.

The more skill you have in a particular field, the more customers you can help because of said skill. The more customers you help, the better your reputation will be. And then bonus points, you will no longer have to find customers, they may in fact come looking for you. You will no longer be one of the many, you will be the expert, and for that, you get to charge a premium.

So, don't make the same mistake I did out on that vast ocean. Fish where the fish are. Keep those eggs in one basket until you can weave enough material to make a bigger basket.

# 01

## **Fish where the fish are.**

Become an expert in your niche. The more you narrow down your offering the more opportunities you will see.



## #2 LOVE YOUR CUSTOMERS NOT YOUR PRODUCT

In its simplest and purest form, your business needs its customers. Customers drive your sales, sales drive margin and margin drives profit. Therefore, if there were to be no customers, there would be no business.

This is why it is incredibly important that you love your customers MORE than you love your product.

Cue the intake of breath. How dare I say that you should love anything more than you love the product that you poured your heart, your soul and your time into? But believe me when I say this, it is vital to your business's success.

Customers are more promiscuous than they have ever been, they flirt with multiple businesses at once, trying to find who will perform the function they need, the best. And if they believe you haven't fulfilled the desires they required, they're ready to tell the world about how unsatisfied you left them.

Long live the saying 'the customer is always right'. They are in charge now.



The power dynamic lies very much in the customer's hands.

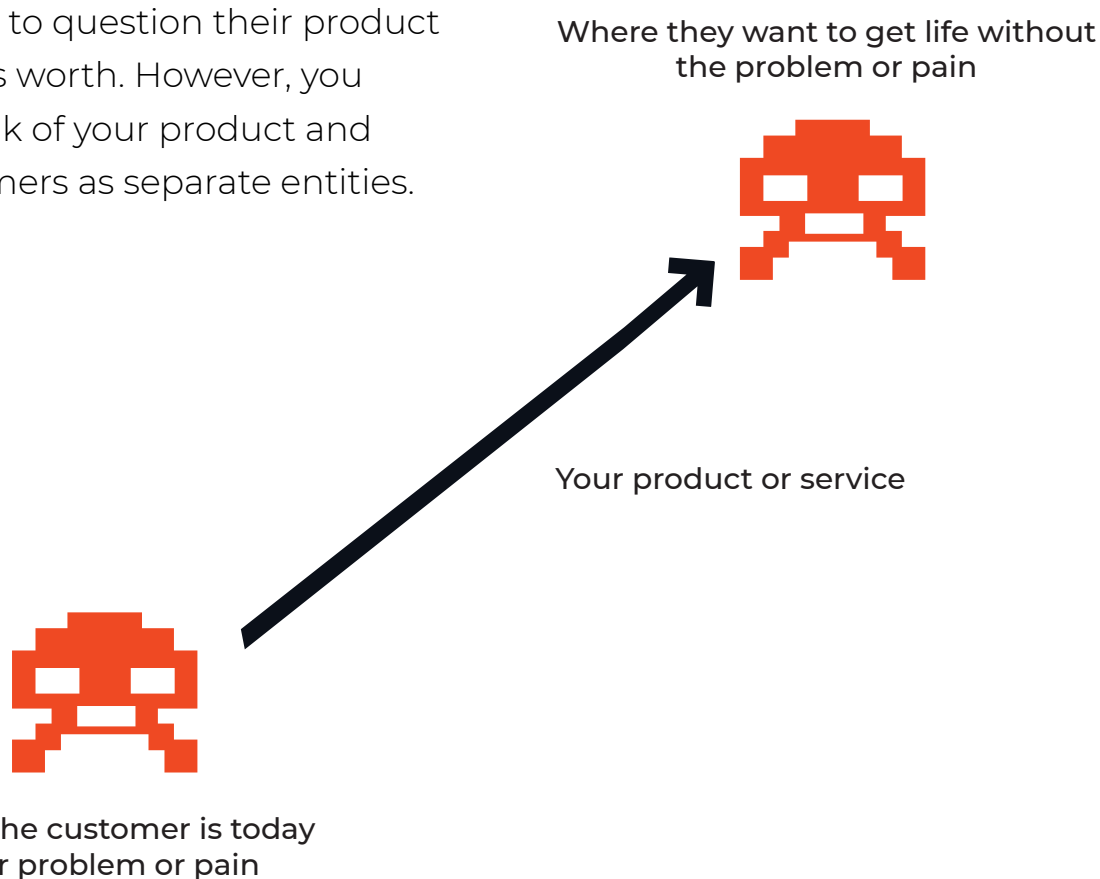
So, who is the main customer audience you are targeting? What do they want? What do they need? How can you solve their problems and ensure that they are left satisfied by your product or service?

If you are asking these questions while designing and selling your product, then you are on the right track. If you wholeheartedly try to ensure that your product and your service answers them, then you are taking the right steps to success.

It is brilliant to have an idea and to be madly in love with it. I mean, if I was to meet someone who wasn't entirely obsessed with their product, I might have to question their product itself and its worth. However, you cannot think of your product and your customers as separate entities.

Your product needs to be able to solve your customer's problem and transform their situation. Your customers need to feel understood, that you know WHY they need this product, and that by buying into what you are selling, they will have found their solution.

Ultimately, the customer wants you to take them on a transformational journey. They need the service that you are selling, and they want this because they have a problem. Whether they need a higher resolution in their photography equipment, or some fantastic advice, or a beautiful piece of artwork for their large bland dining room wall, they need it to solve something, and you need to tap into this need.





### What is a transformation?

Just like the hero's two journeys<sup>1</sup>, once you solve a problem for a customer, you solve the external problem, where the character is pursuing a visible goal amidst obstacles. And then there is the inner journey, the journey of transformation, what a character goes through in terms of finding courage to overcome their inner blocks and inner conflict.

Once they have this product from you, it needs to be delivered. It needs to be the response to the calling they were sending out. It needs to make them feel as though you have succeeded in what you said you could do for them.

A customer's love and recognition will raise your sales. A customer's

loyalty and recommendations will keep them with you. If you make them feel as though you understand what they need from you, and that you can deliver on what they need, they will return to you.

However, be warned, if you do not deliver, unhappy customers sure know how to leave bad reviews these days.

So, do your research, love your customers, get to know them and what they need, why they need it. Make sure that your product *answers* them, and that it helps them. Because if you can help *your* customer get what *they* want. They can help you get what you want. Your product is only part and parcel of the equation, the customer is what binds it altogether.

Obsess about your product, but love your customer and what you can do for them.

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<https://www.storymastery.com/shop/full-series-bundle/heros-two-journeys/>

# 02

**Love your customers not your product.** Customers don't care about your product, they only care about their problem and finding a solution. Start with the customer and work backwards.

## #3 THINK LIKE YOUR CUSTOMER

Have you been spending your time revolving your marketing around changing customer's minds? Have you been putting money and energy into creating messages that will sway your customers away from something that they have been set in their ways about thus far?

If you are answering yes to the above, then you might be surprised to find that this is exactly where you are going wrong.

One must only look to the recent political debates in America surrounding Trump to see that once someone has made their mind up about something, there is little you can do to change that. In fact, believe it or not but the Democrats actually spent over \$1.7 billion USD trying to change their opponent's minds, much to no avail.

So, after that snippet of insight, would you care to change your tactics?

Instead of trying to change your customer's minds, perhaps there is another way that you can ensure your marketing is successful.

And as all business owners understand, good marketing helps to grow our profits which in turn helps us to grow our businesses. So, what is this different way, you ask?

Think like your customer. Stop trying to change their minds, and instead, get inside their minds. Walk a mile in their shoes. Understand the internal conversations that they have with themselves, and work on using this to your advantage. Once you understand your customers, their wants, their needs and their worldviews, you can successfully market to them.

Nobody is more loyal to a business than someone who feels identified with and understood. Take Apple's





policy for example, which is to truly understand their customer's needs better than any other company. Apple is one of the most profitable companies, and they understand the core value of this approach.

Customers buy on emotion, and subsequently justify their buying on logic. If your customers feel as though they need your product, and that by buying into it they are going to benefit from it, you are onto a good thing.

Take a step back, look into who your target audience is. What keeps them up at night? Why would they want your product? What is going on in their lives that might make them need this? Is there another company out there that is selling much the same as you? If so, what are their

weaknesses, their successes, their failures? Analyse and dissect it.

Most companies are still trying to change minds, and for the majority of it, these efforts are wasted.

Because a customer does not want their mind to be changed, they want their values, their beliefs, their emotions to be reinforced and to be understood.

So find those emotions, find the reasons behind their thinking, and use that to your advantage. Find a way to ensure that your product can help them, that can in turn be an advantage to them, and find a way to market it so that your customer will come looking for it.

I understand that B2B marketing might have that extra layer of complexity to it, you are marketing to multiple different people, but in the end that's all it is, an extra layer of complexity. The fundamentals remain the same. Who is it you are talking to? What do they need? What are the inner conversations of their mind that they are having?



# 03

## **Think like your customer.**

Understand your customer, and you will understand how to market to them. Think like them, and they will write your marketing story.

## #4 STAND UP AND STAND OUT

Finally, a rule that focuses on you. Although, when I say this segment is about you, it somehow boomerangs back to those customers. Pesky, aren't they?

It is time to stand up and stand out. What do you want your business to stand for? What are your core values that you want your business to represent? These values need to be consolidated into your business, and you need to stay true to them. In order to really grow your business, your customers need to feel that your company is true to its word.

If we strip it down to basics, we understand that a company's face is often the face of its brand. And too many brands sure know how to talk the talk but are unable to walk the walk. They make grand spectacular gestures and promises, only to do a complete 180°, changing their minds and direction.

Nothing will lose customer loyalty quicker than an inconsistent company. Your company needs to be transparent; its actions reflecting its message. Because a Brand is what a Brand does.



Let's look at a company who knows how to stand up, Patagonia. An American company whose brand is built off of an image of sustainability, community connection and environmental care. On Black Friday, while all the other stores are madly selling out, Patagonia closes its doors. This is a bold statement that reflects its community connection value.

Let that sink in. You might be wondering why on earth a company would miss out on such a selling point such as Black Friday.

Patagonia has realised something so much more important, how to stand up. And their customers respect them for it and are more loyal to them because of their transparency and consistency.

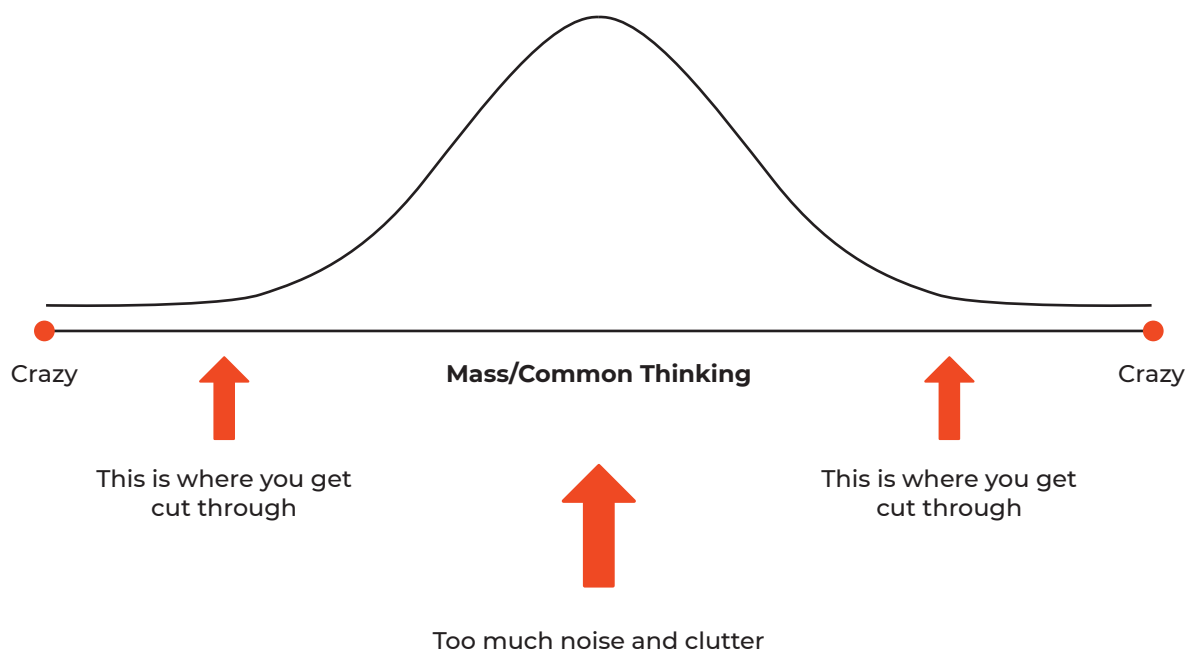
Now, consider the fall of Tiger Woods. It's frightening to see how quickly support can turn against someone

when one's words are meaningless, and their actions counteractive. Respected and supported as an honest family man, it was not only his wife that felt betrayed and outraged by his infidelities. His fans felt as though they had been fooled too.

However, standing up is one thing, but for your business to truly benefit from growth, your business needs to also stand out.

Far too often have I seen businesses with fantastic ideas fail, all because they blend in with all the other business ideas out there. They don't stand out. They are boring and repetitive. This is often driven by trying to be everything to everyone (refer rules 1-3), and it means they are middle of the road, anonymous.

One way to avoid this is by looking at the positioning of your company. What category does it fall under?





Break it down. If you are a professional services firm, are you focused on B2B as opposed to B2C, or Direct to consumer as opposed through a third party channel? Once you have found your niche, ask yourself, who is your core customer? The one you must reach. Then, find their problem. How can you transform their problem into a solution? And importantly what is your Point Of View about the problem and industry?

Customers want you to be more than a guide on their journey of transformation, they want to see that you have been down that same rabbit hole and that you have come out of it, battle-scarred but brilliant, a true hero.

Russell Brunson, who expertly teaches entrepreneurs as to how to market themselves gives some excellent advice, which we will cover in more detail in my book. But for now, we should note that many ideas fall under the mainstream categories, and thus garner attention because they do fall under such mainstream categories. However,

in order to sustain that attention and grab someone's eye, Bronson and I believe your company needs to have a Point of View about the problem, customer and industry that allows you to consistently invent new, smart and genuine ideas that will solve your customer's problems. This will give you a head-start when it comes to standing out.

There has never before been so much availability to reach your ideal customers and target audience as there is now. Finding them is merely a bit of research, and a few clicks away. But, find your audience and be smart about it, choose the right platform and do your research as to why that is the platform for you.

So, stand up, be true to your word, and stand out. Let your business radiate confidence, and don't blend into the wallpapers like the other SMEs out there do. Be bold, remember it is better to be infamous than irrelevant. Position your business strongly and make sure that you are sending the right message, pulling out the right actions, and targeting the right audience.

# 04

## **Stand up and stand out.**

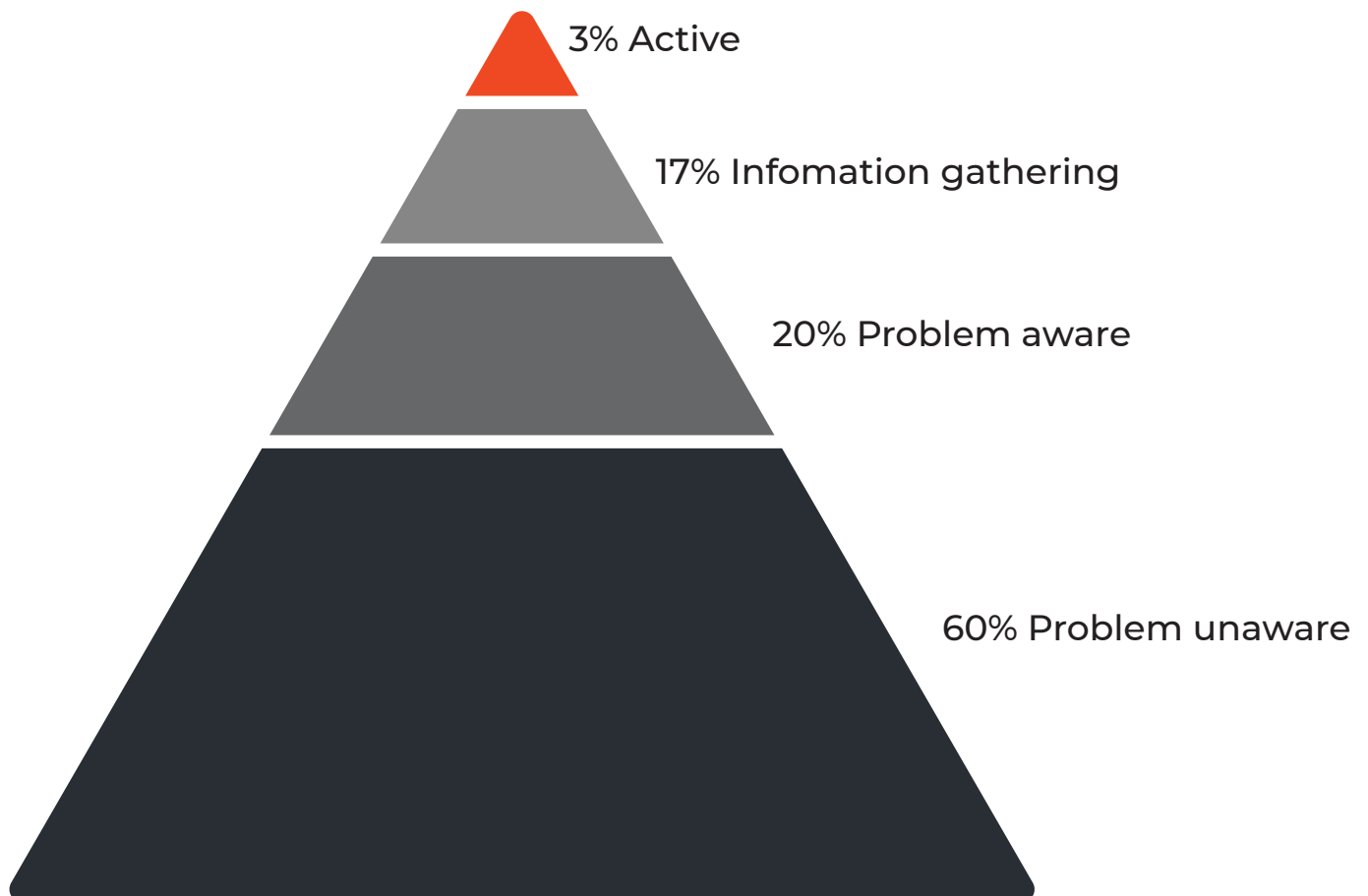
You have to have a point of view, don't get stuck in the middle of the road otherwise you become anonymous.

## #5 CONSISTENCY AND MOMENTUM BEAT RANDOM ACTS OF MARKETING

When it comes to where your marketing journey begins, let's get one thing clear, it is not at the finishing line.

This is where a lot of marketing strategies are going wrong. They are playing along to the tune of the ABCs of selling, Always Be Closing. And this playing, in our current climate, is extremely out of tune.

The part where a customer is ready to close a deal only makes up a miniscule 3% of their purchasing journey, and even then, even if you catch them at that moment, their mind is nearly always made up. It would take an extraordinary amount of marketing, and fantastic marketing at that, to change their mind. Just look back at rule number three as a reminder.



So, that means we need to go backwards, go before that final moment. Because, to purely focus on that final 3% of the journey, well, that would be commercial suicide and marketing failure at its finest. And it would leave ample opportunity for our competitors to sneak in and bond with the customer before we even enter their line of vision.

A smart business would be there with the customer right from the start of their journey. If you are wondering what this start would be, you would be forgiven for thinking it consists of the researching and comparing stage. The stage where customers gather intel and try and make their mind up is indeed a prime place to market at. In fact, this digital age has never made it so easy as it is now to be there for when your customer is looking to compare and

do their research. You can advertise, and cheaply advertise may I add, across social platforms and reach a broad range of clients.

However, I did say you'd be forgiven for thinking that this was the starting line, didn't I? Because believe it or not, this gathering intel stage only makes up 17% of the buyer's journey. That means if your marketing only focuses on the wallet pulling out stage, and the research stage, well, you're missing out on 80% of your potential to reach a customer.

The real start, that begins before the customer is even aware that they had a problem, or where they know they have a problem, but it is not enough of a priority for them to fix it. This is where your marketing can be your biggest asset.





Remember Rule two – Get inside your customer's mind? This is where this plays in. You have to be there from the start, being consistent with your approach, your message, and you need to get inside your customer's head as to why they need you, why they have a problem that you are best placed to fix it for them.

So, don't let the flames rise too high before you act, stoke the fire into life, nurture it. Make sure your marketing is aimed at the close, the research, but most importantly at the stages where you need to make your customer aware that they have a problem, and you are exactly what they need.

**Instead of the ABCs we just looked at how about we look at a new set of ABCs.**

**A,** How will your product add value to your customer?

**B,** Be visible. There is no reason to hide in this digital age.

**C,** Consistency. From the beginning, be there, and be ready to walk with your customer through the entirety of their journey. Don't let them down.



# 05

## **Consistency and momentum beat random acts of marketing.**

Not everyone is in the market today, and not everyone is looking to buy or even cares about you today, but if you are consistently in the market, you can educate them and when they are ready to buy they will look to you.

## #6 HELP BY BEING HELPFUL

We have looked at the importance of remaining consistent, with your customer, true to your brand, from the very beginning. As we have established that buyers are only in the market for 3% of their purchasing journey, you may be wondering how your marketing conversations with the customers for the other 97% of that journey should sound like.

Gone are the days where marketing was exclusively about call to actions. The 'buy now' and the 'don't miss out on' are still important, but more so is creating an image of consistency, trust, and credibility for the company. We are talking about the long game here.

I introduce you to Education Based Marketing. Educating your customers and building strong foundations with them in order to create meaningful and trusting relationships. This in turn keeps your business at the forefront of a customer's mind, so that when they are in the buying stage of their journey, you will be directly in their line of vision.

These days with unlimited choices out there, consumers are looking for a company that they can trust. The customer is aware that many businesses out there will be unable to perform to the standard they want. In order to not be duped, they





desire and seek credible and trustworthy businesses.

To build this relationship, you need to establish what your customer's needs are and ensure these are at the heart of your business. You can then tailor your marketing to just that. Make sure that you are answering the questions your customers have and going back to rule number three 'getting inside their heads'. Make sure that, again, you are tailoring your marketing and your product to their internal conversations. What answers do they really want?

Ensure that you are visible from the beginning, and that you are adding value to your customer, every step of the way. Use the digital world to your advantage. And when you are giving your answers through marketing and interactions, make sure that you are seeking responses. This could be through surveys, or phone consultations. Or, through a free giveaway. Which brings me to the next point.





**Show, don't tell (or yell)**

I cannot emphasise this enough, giveaways will help your business. And I'm not talking about the basic valueless giveaways, I'm talking about the nitty gritty real good stuff.

Yes, I hear you, you might well be baffled. But the free line has shifted. Consumers want more. So why not offer them the tools, the free test drive or the free IP? The worst that can happen is that someone uses your giveaways but doesn't sign up in the end. Ultimately, you aren't losing anything, as they were never going to be your customer anyway. And for every person that does exactly that, there will be ten more willing to buy into your services, and the transformation that you can offer them.

Because that's what's important. Be smart about it. Offer them the tools but make sure you keep your knowledge, your experience as the bait on the hook. Your customer is looking for a guide to take them on that all transformative journey. So, get them hooked, and be helpful, from the start. You will be guaranteed to reel in more customers this way, and have people talking about your business and its usefulness.

Education based marketing is about the journey that you can take your customer on. Offer them a glimpse. Let them trust you and your abilities. They will come back to a business that they believe is useful, consistent and visible from the very start.

Move the free line, by giving away your best work, this will blow your customers minds and blow your competition away.

# 06

**Help by being helpful.**

Linked to the above, educate the customers, give away your best IP and Ideas - this is how you become perceived as an expert.

## #7 TURN CUSTOMERS INTO RAVING FANS

As social media master, Gary Vaynerchuck put it so wisely; “The best marketing strategy ever. Just care”.

This is why our rules have been so focused on our people, as opposed to our products and desired growth alone. Because it is our customers, and our love, and our respect for such customers, that will generate the growth that we need for our products to thrive.

Too many businesses these days forget about just how truly valuable our customers are, and they forget that at the end of the day, our customers are people. They view them as dollar signs, and they forget about the emotional connection that will truly set your business above and apart from others.

The best foundation upon which to grow your business and find the hidden growth that you have been searching for, is to respect the people you deal with. This applies to your customers, your employees and those you work with collaboratively. It all matters.

The reason why it all matters, is because essentially your brand is an extension of yourself and your business. If you view marketing as how you communicate and how you form a relationship with your customer, then you will know how important it is that you are sending out the right message, clearly, with trust, and with meaning. The products that you do sell are ultimately a transaction based on your communication. Since you worked so hard to communicate with your customers, of course your products should serve them to the best standard you can. If you put your customers first, and your product will help them on their transformation that they need, and add value to their life, then you know that you will offer them the best product you can, not sloppy lazy products.



And finally, the cherry on top of the cake after you have delivered on all of this, and as to why it will matter.

Overdeliver. We keep coming back to it, respect and love your customers. Obsess over them. The same as we would do for a loved one, go that extra mile, find out how to make them smile above and beyond what is expected. Customers love over delivery and they love to feel as though they matter, so make them matter. Put that at the forefront of your mind as opposed to your product and the results you can gain for your own pocket. If you do this, the results will show themselves to you. You just need to focus on your customers. Overdeliver and do more for your customers than you believe others are doing. This will help your business to be extraordinary and memorable.

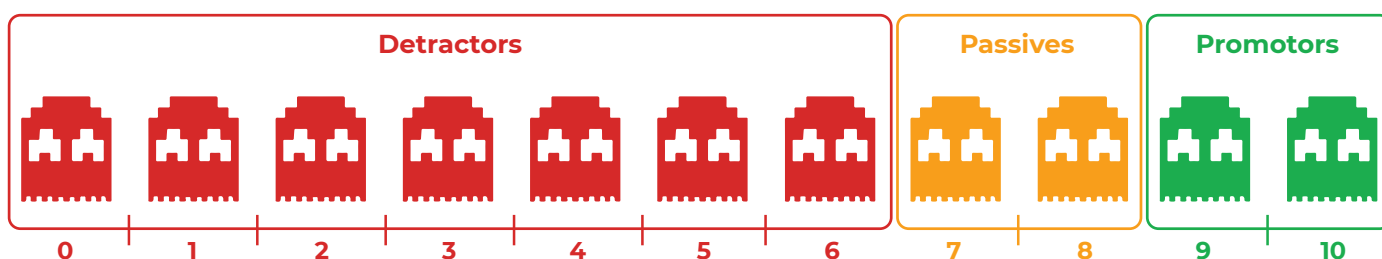
A happy customer is likely to spend 2.6 times more than a neutral or passive customer. They are likely to recommend your business to up to four people, and they are nine times more likely to try a new product or service from a business that they love

So, make it count, make sure that you are keeping an eye on your customer stats, or Net Promoter Score (NPS). This is a KPI used to assess the overall customer satisfaction.

Work to keep it rising, work towards those raving fans as opposed to strangers.

Dig into the reasons for churn and fix them.

Let your customers feel like they matter, and in turn they are the ones that will make your business matter to the world.



Net Promoter Score

=

%Promoters

-

%Detractors

# 07

**Turn customers into raving fans.**

Deliver on promises and overdeliver, measure NPS and Churn and the reasons why.

## #8 SIMPLIFY SIMPLIFY SIMPLIFY

If there's one thing that will chase customers away, it's complexity. Complexity kills.

Customers want simplicity. Simplicity in solving their problem and simplicity on the next step or action they need to take.

So, how can you ensure that your customers are trying your products, and are not walking away before they even give it a shot?

Well, there are three types of simplification strategies that you can apply.

Number one is beneficial to you as a business as much as to the customer, and that is proposition simplification. Big words, I know right? But what it really comes down to, is making your product extremely useful and extremely easy to use for the customer. If a product is extremely useful, and it adds value to your customer's life and their needs and desires, then chances are they will be willing to pay more for your product.





For an example of the above, we just have to look no further than Apple products. Even with high prices, there are hordes of customers pouncing on the latest models. And this is because they know that Apple products will add value to their life, be easy to use, and at the end of the day, the price reflects how useful and how valuable the tool is to them. Apple lives the simplicity mantra, even having Henry David Thoreau's quote etched on the wall of their offices, as a daily reminder.

Number two is to simplify your prices. So, even if your customer's problem is fairly complicated, if you

confuse them on what they should buy, how much they should pay and what they will get out of the service, they will walk away. Have you noticed that most software businesses have three options to choose from? And, not only that, but they help you choose the best option with the 'most popular' or 'recommended' tags.

The benefit of simplifying your offer, and your pricing is that you can refine your delivery and become much more efficient, which in turn, drives lower cost to service and increased profitability.

Most popular		
STARTER	BASIC	PRO
<b>\$25</b> /MONTH	<b>\$45</b> /MONTH	<b>\$75</b> /MONTH
1 Templates install 25,000 visits/mo. Unlimited Data Transfer 10 GB Local Storage	10 Templates install 100,000 visits/mo. Unlimited Data Transfer 20 GB Local Storage	20 Templates install 500,000 visits/mo. Unlimited Data Transfer 40 GB Local Storage
UPGRADE	UPGRADE	UPGRADE

Number three is a little bit counterintuitive. It is to simplify how you articulate your service to your customer. While the customer is looking to use your service because the problem they have is hard to solve, you need to explain how you deliver your service in three or four very simple steps, no matter how complex the actual solution is. The first thing you need to do is to give them a simple next step.

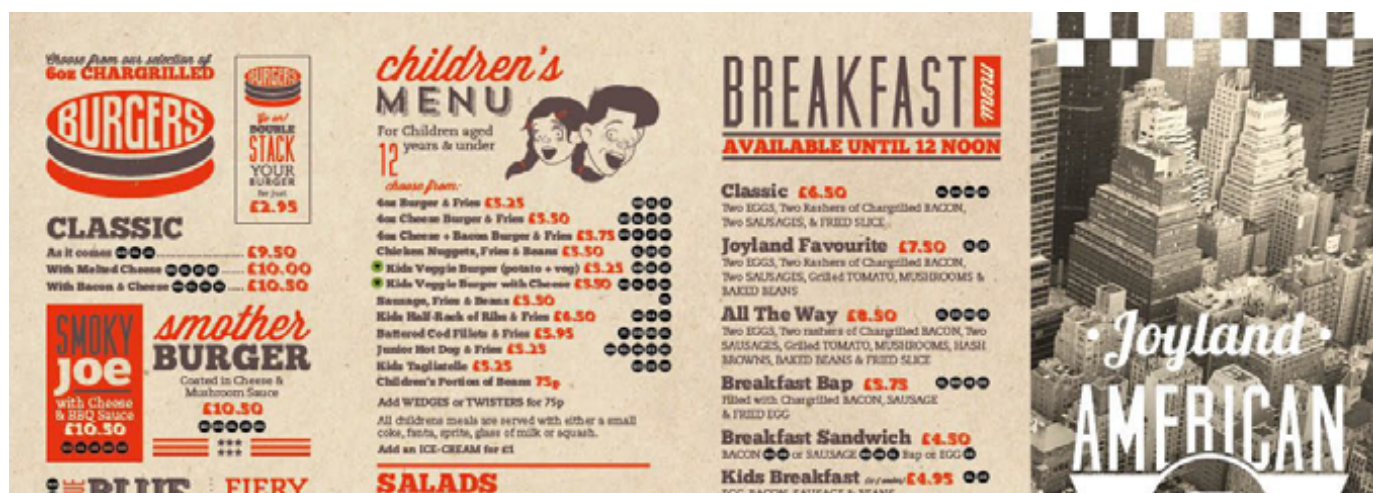
By choosing to hone in on one of these simplification processes, your business will be better positioned in the market when it comes to competition. And your marketing strategies will be far more efficient and effective once you know which route of simplicity you are choosing to embark on.

**"SIMPLICITY IS THE ULTIMATE SOPHISTICATION."**

-Leonardo Da Vinci

Once you have a fair idea of what products are selling the best for you, a great move to make would be to create a sort of map of all the products that are selling best for you, and the ones that aren't creating much of a stir in the market. Then, ruthlessly trim your portfolio.

So, choose your poison and watch as those hidden profits that were tucked away just out of sight, begin to knock on your desk.



# 08

## Simplify simplify simplify.

Customers don't want complexity, simplify your processes and how you can help them.

## #9 SHOW ME THE MONEY

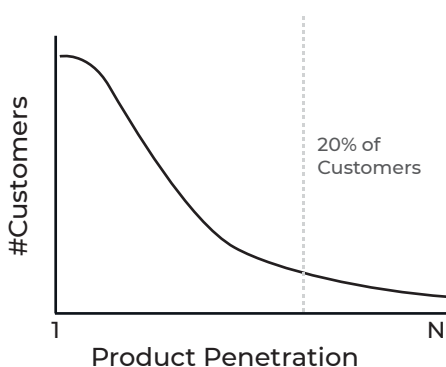
So, you're following the rules we've been talking about, you're making progress in the relationships with your customers. You know your product or service is great. It is now time to make sure you turn all the great work you have been doing into revenue and ultimately profit. To do this we leverage pricing.

While pricing is a book in itself, today I want to focus on four ways to drive Product Penetration.

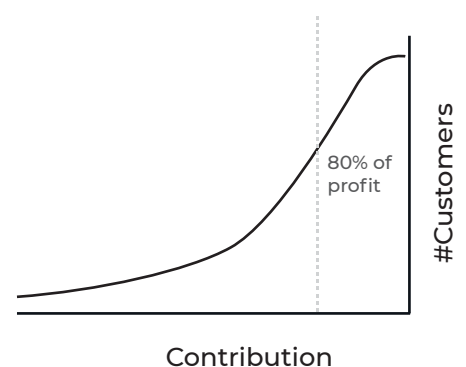
The reason why we focus on this is due to the good old Pareto Principle, only 20% of your customers are generating 80% of your profits. We want to make sure we maximise the 20% to maximise your profits.

But hold up, that doesn't mean we only focus on those 20%. Before you start creating medals and prizes for your number one customers, ready to give them a pat on the back for being part of that driving 20%, we need to learn what's working with our high buyers and try to apply it to the learnings of the lower buyers.

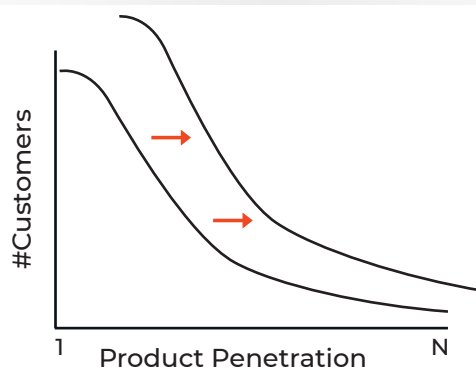
20% of customers have strong product penetration

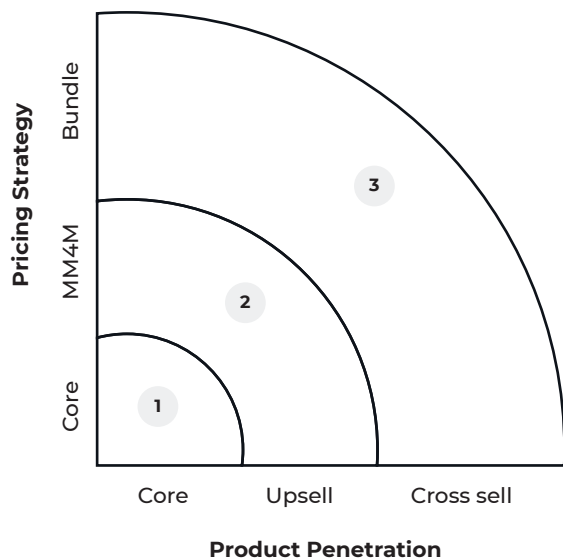


Yet they deliver 80% of the contribution



Strategy





## MARGIN MAP

- 1 Strategy: Increase frequency of purchase and upsell
- 2 Strategy: Leverage much more for more pricing to drive basket size
- 3 Strategy: Bundle with adjacent / complementary products

To increase profit, naturally we need to heighten the product penetration. This can be done through concentrating on our three customer segments

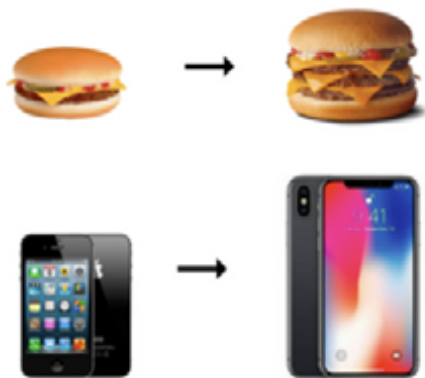
**1. CORE** – This is the customer that is worth (in regard to product selling only), one product. We need to look at these customers and try to find out how we can upsell that one product. How can we increase the frequency of the purchase?

**2. UPSELL** – This is where your customer buys certain products or services, and you need to find a way to encourage them to buy it in a larger quantity. Usually this is done by significantly increasing the value, for a small increase in the

price. Think McDonalds and how often they get us good when they ask us if we want to upgrade our small fries to a large one. I can't remember a time that I've not said 'oh why not', faced with an obvious increase in value, for only a small additional cost. I'm a sucker for it, as I know most of us are.

**3. CROSS SELLING** – McDonalds is yet another fantastic example to look at. They've really hit the nail on the head, as have Apple. McDonalds will offer you a combo meal, throwing in a free drink if you are to get the fries and the cheeseburger together. Apple might even throw in some free earbuds and a case if you were to go for a certain model.

### UPSELL



### CROSS-SELL



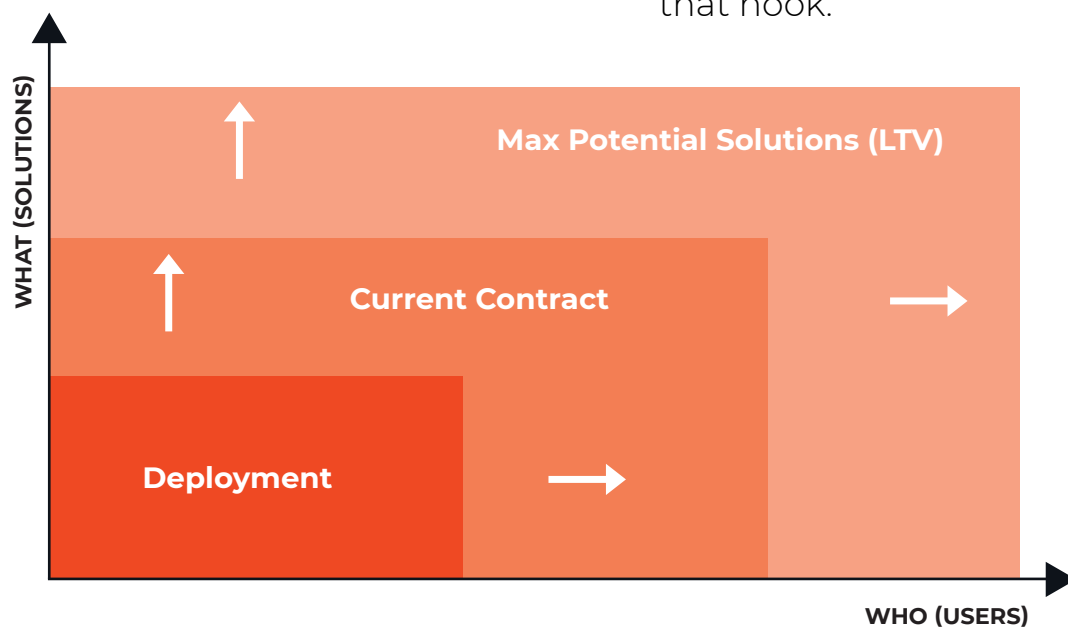


Earlier I mentioned four ways, yet, we only have three above so far. Well, the fourth relates to solution or bespoke sales and is the strategy of land and expand. This is when you achieve a smaller initial deal with a customer and from there, you form a solid relationship with them through exemplary service. You continue to sell into the organisation, earning more business and bigger deals across projects.

Keep repeating this process, find out what really gets to your lower buying customers, what is the extra push

that they need? Perhaps with a little nudge, their efforts may start reflecting that of your star customers, and it goes without saying that we can only imagine how highly this could affect your profitability.

If you can continue to upsell and cross-sell, you will see a difference almost instantaneously. And although, at times it may feel counterproductive, the long game here is so much more important. Apply that bait correctly, and you will find that more fish are fighting for that hook.



- 1 We want to Ensure Initial Deployment is Successful
- 2 We want to ensure customer maximizes value from their existing contract
- 3 We want to expand the customer contract so both we and the customer get more value from the relationship

# 09

## Show me the money.

Use pricing, upsell, cross sell and churn management to give and extract value.

## #10 FIX THE BROKEN BONE

There are some out there who brush off a broken bone as some other sort of ailing. They will try to think of a solution, often putting a plaster-like solution on a broken bone. In fact, I have witnessed it myself. My friend back in the heydays of school infuriated us with his 'sore toe' and a tight calf. He limped around, and our sympathy, rather unsympathetically, wavered, as he failed to think of a solution. We put up with him bandaging his toes together, wearing no shoes, everything he could think of, with no luck. But finally, a stroke of genius turned the whole scenario around.

A trip to the doctors. And there he had it, a broken toe. After nearly a week of complaining and speculating, we had a solid answer. And it only took two minutes of the doctor's time diagnosing it, and a further five as to how to fix the solution. The doctor didn't worry about the calf, as unless the toe was fixed nothing else would change.

Funny isn't it? In retrospect, of course he had a broken toe, but at that time, we were none the wiser, trying to massage the calf. And the reason behind that, was simply that we were not experts, focusing on all the things we could fix.



There are two things to take away from this.

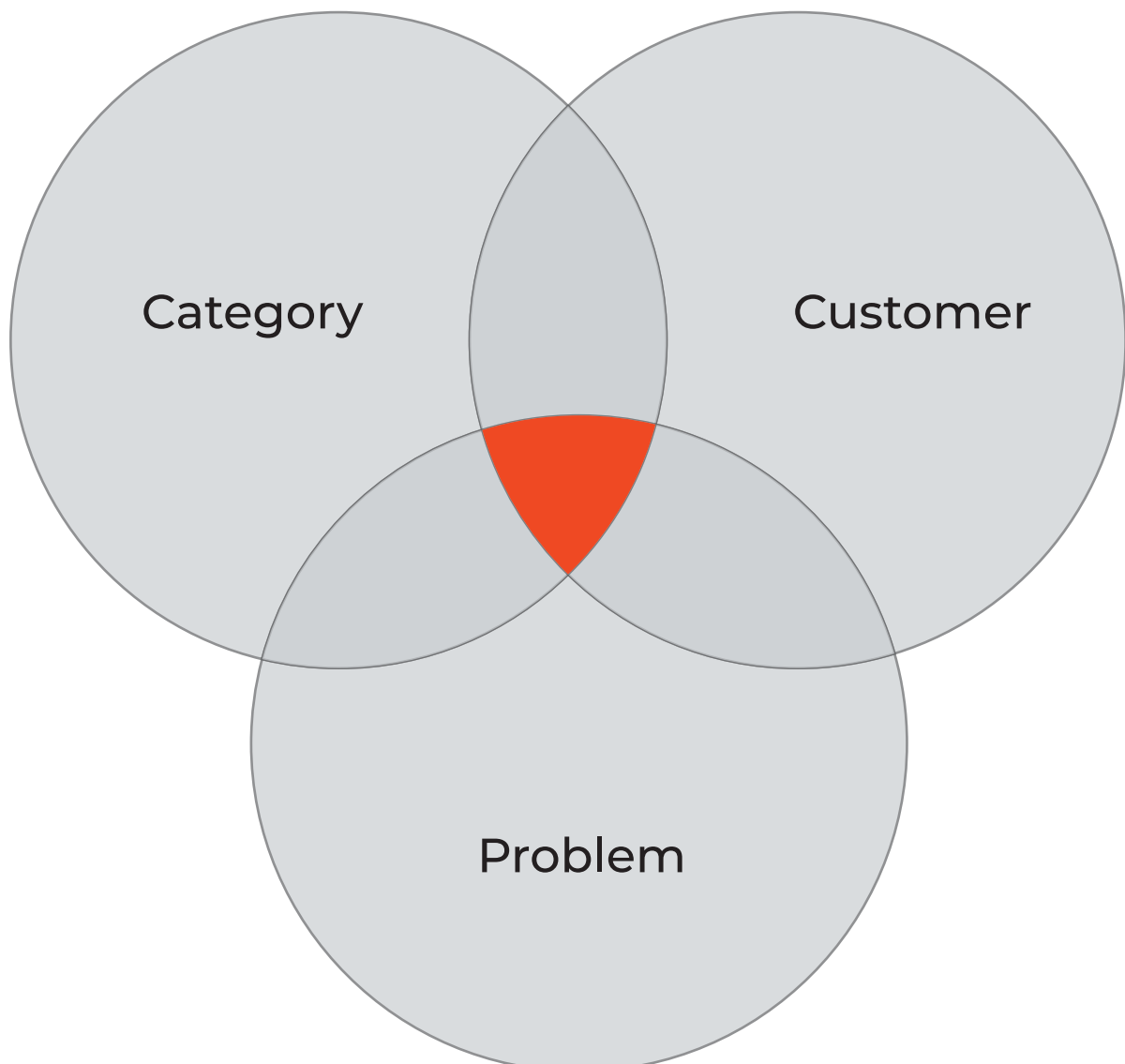
The first is, find the broken bone issue and focus on that. Don't worry about the other issues the customer may have, you can fix that later, the broken bone is the thing that is keeping them up at night.

Secondly, experts can come up with a solid plan, a solid solution that someone who has no idea might not have foreseen. It is similar to what we were looking at in rule 1, fish where the fish are, your customers desire experts.

### POSITIONING THE NEW SHERIFF

To position your brand in a way that lets you stand out, look for the intersection of three core components:

1. The category you're in;
2. Customer, the market that you seek to serve; and
3. The actual problem that you solve. The main thing that you can solve and the value you provide



So, give it to them, become the expert in your field. Be the one that comes up with the answers that in retrospect appear obvious. Be the one who suggests it and gets the ball rolling when your customers and clients are none the wiser. Because that's what matters, that's how you get the ball rolling for your business too. That's where people will spread word of mouth that there's an expert in town, a new sheriff in charge.

By ensuring that your product or service is refined with the skill and the knowledge of an expert, your fame will build itself. And it will create an ideal model that the big players in the market will want to learn from or go to.

Ultimately, this may in all be one of the most important rules. Because, what good is it to earn the respect of your customers through your marketing, if you aren't able to walk the walk. So do the work, earn that title of expert, and make your service or product count.

And if you are unsure of something, and need help, then take your problem to the experts. Because it works both ways, customers that trust experts, trust that they are getting their information from expert sources. Don't fall into the trap of thinking you know it all, and can fix it all, by yourself, even when you are struggling. Make sure that your business is nothing short of sheer perfection, or as close to it as you can make it. Because if your business has even a small number of broken bones with plasters on them, you can be sure that these will come back to trouble you.

# 10

## **Fix the broken bone**

There is a desire to add features, to think about other ways you can help a customer, but focus on the biggest issue (broken bone) first, then you can upsell and cross sell.



# WHAT TO DO NEXT

Right about now you may well be taking a deep breath in and thinking back over what we have learned. I know that that was a whole lot of information to digest, twenty years of experience digested down into an eBook. Where do you start?

Don't be paralysed or overwhelmed.

To accelerate your growth, you need to take action.

So, here's what I put to you now as we come to the end of this book. Sit down, get a notepad out and ask yourself these questions that you then need to answer.

And once you have answered these questions, then, you can breathe a sigh of relief. Because you are now

on the path to being able to attract more of your ideal customers, convert them and turn them into raving fans.

Knowing the right questions that you need to ask yourself, and your customers, will put you on the path to success.

I hope that I have outlined clearly enough for you, the tried and tested methods that you need to implement the growth your business can reach, on solid foundations that work.

However, the thing is, even with this vast information that in its parts, and in its entirety, will prove extremely useful to you, it can be hard to put it into practice.

1. The broken bone issue that I can fix for my customers is \_\_\_\_\_
2. I will focus on people who want \_\_\_\_
3. What keeps my customers awake at night, indigestion boiling up their oesophagus, eyes open, staring at the ceiling? \_\_\_\_\_
4. My product is for people who believe \_\_\_\_
5. I promise that engaging with what I make will help my customers with \_\_\_\_\_

The best way to think about this is, as if you had just read the most comprehensive and steady guide as to how to fly a plane. Now, in the case of a plane going down, wouldn't you still rather an experienced pilot take the wheel and ensure the success of a flight, as opposed putting your new learnings to the test?

We have learned just how important it is that we let our businesses be road-mapped by experts, in ourselves, and by who we let guide us or who we use as a source. The actual legwork and journey of applying these steps can be unnerving, and once you start the journey, the work can be discouraging. It would be easy to become side-tracked and slip back into old habits.

With that said, hiring an expert who can keep you on track, who can pave your way for success, by accelerating your growth and working with your team, well, it only makes sense doesn't it? An expert will know the first, the next, and the last steps to take, and they can help you put into practice these rules of growth that we have uncovered.



## HOW I CAN HELP?

It would be foolhardy of me to think that you would take what I say without proof of my success in helping other businesses on their journey of growth. Of course, as many do, I find it partially embarrassing, and difficult, to blow my own trumpet. Therefore, I will keep this part short and sweet, and send you off with a couple of testimonials.

To put it simply, I know what I am doing for businesses. I worked hard climbing that corporate ladder, and at every step of the way, I analysed the approaches that didn't work, and those that did work. Building my own business included putting those fundamental foundations that I had learned, into full scale practice. And it paid off.

Since then, I've had the pleasure of helping other businesses to grow. I understand what needs to be done to position your business for the growth that it deserves, and I will put my skills and my mentoring into use to help you get results expeditiously. Broadly speaking I can help those that include, but are not limited to:

- Business to business service businesses
- Business Owners that want to grow their business;
- General Managers who are feeling stuck, and want to move their business forward and generate new lead, sales and continue to grow;
- Those who are confused as to how to define the fundamental questions we have looked at in this book;
- Business Owners who have the means and are willing to commit to working with me; and
- Those who are ready to scale up their business, but just don't know the next step to take.

I also understand the importance of not wasting time, so, if I cannot see a way in which to grow your profits, I will offer alternatives as opposed to wasting your time and your hard-earned money.

As I talked about previously, the information in this book will help you to grow your business, but it will take legwork to get there. I can help you to implement the rules of growth that we have looked at, and I can guide you as to what are the best steps to take next, and what strategies will prove most effective for your business.

I have helped many businesses grow, and I can, and will, help you.

Book a free 45 minute strategy call with me so you see how we can help you grow your business.

**Click to Book a Free  
45 Minute Strategy Session**

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# TEN SECRETS TO MORE SALES

- 01 Fish where the fish are.** Become an expert in your niche. The more you narrow down your offering the more opportunities you will see.
- 02 Love your customers, not your product.** Customers don't care about your product, they only care about their problem and finding a solution. Start with the customer and work backwards.
- 03 Think like your customer.** Understand your customer, and you will understand how to market to them. Think like them, and they will write your marketing story.
- 04 Stand up and stand out.** You have to have a point of view, don't get stuck in the middle of the road otherwise you become anonymous.
- 05 Consistency and momentum beat random acts of marketing.** Not everyone is in the market today, and not everyone is looking to buy or even cares about you today, but if you are consistently in the market, you can educate them and when they are ready to buy they will look to you.
- 06 Help by being helpful.** Linked to the above, educate the customers, give away your best IP and Ideas - it is how you become perceived as an expert.
- 07 Turn customers into raving fans.** Deliver on promises and overdeliver, measure NPS and Churn and the reasons why.
- 08 Simplify simplify simplify.** Customers don't want complexity, simplify your processes and how you can help them.
- 09 Show me the money.** Use pricing, upsell, cross sell and churn management to give and extract value.
- 10 Fix the broken bone.** There is a desire to add features, to think about other ways you can help a customer, but focus on the biggest issue (broken bone) first, then you can upsell and cross sell.

# TESTIMONIALS



Kursten was very thorough in his approach to helping us shape and define our value proposition and positioning. His processes and insights were exceptional and extracted exactly what we were finding very difficult to do by ourselves. The value he has provided is priceless and means we can move quickly forward with new business and client acquisition.

**Chris Schultz**

CEO, Acquire NZ



Kursten has played a vital role in not only helping us understand how to attract the right customers, but secure long-term contracts that are meaningful for both parties.

**Craig Steel**

Principle, Steel Performance Solutions



Digital Island have ambitious plans to accelerate revenue and customer growth. We have recently been investigating how to grow multiple new sales channels and concentrate in the areas that will provide the biggest return. Kursten and his team helped us to evolve our strategic thinking and identified gaps in our approach. By better understanding our business priorities we have implemented a number of initiatives that are propelling our growth. If you are looking for a partner to help you boost your business potential I would thoroughly recommend Kursten and Market Fit.

**Leon Sheehan**

GM, Digital Island

More testimonials and case studies [www.marketfit.co/clients](http://www.marketfit.co/clients)

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