## **Unlocking Potential with the**

**CONDOR Framework** 



## **UNLOCKING POTENTIAL WITH THE CONDOR APPROACH**

#	1	INTRODUCTION	01
#	2	CAPABILITY - UNLEASHING THE HIDDEN POWER OF YOUR BUSINESS	04
#	3	DEFINING YOUR SPECIFIC OUTCOME	07
#	4	LEVERAGING THE POWER OF NUMBERS	09
#	5	DIAGNOSE: UNCOVERING HIDDEN POTENTIAL	10
#	6	ONE THING: THE POWER OF FOCUS AND PRECISION	12
#	7	REVIEW, RESULTS & REPEAT: THE CYCLE OF CONTINUOUS IMPROVEMENT	15
#	8	YOU CAN DO THIS: EMPOWERING YOUR JOURNEY TO SUCCESS	17
#	9	IT IS BETTER WITH MARKET FIT: DIFFERENTIATING YOUR SUCCESS	19
#1	0	CONCLUSION	21
#		HOW I CAN HELP?	23

#### INTRODUCTION

# UNLEASH PREDICTABLE PROFITS WITH THE CONDOR METHOD

#### **BUSINESS CAN BE OVERWHELMING**

Are you a small to medium-sized B2B business owner who often finds yourself caught in the whirlwind of running your business? Do you face the challenges of stagnating growth, fierce competition, and the constant struggle to attract and retain customers?

If so, you're not alone.

The world of business can be overwhelming, leaving you feeling like you're juggling multiple roles while trying to keep your business afloat.

#### **INTRODUCE THE CONDOR FRAMEWORK**

But what if there was a way to transform your business into a welloiled machine that generates predictable profits? Imagine having a consistent flow of new customers, an engaged base of loyal clients, and the ability to navigate economic uncertainties with ease, you know the original vision you had for your business. This is where the CONDOR framework comes in.

#### CUT THE OVERWHELM POWER OF THE CONDOR METHOD FOR PREDICTABLE PROFITS

Welcome to "Mastering the Art of Results: Unlocking Potential with the CONDOR Approach." In this ebook, we will guide you through a proven blueprint designed to help you take control of your business and unlock new levels of profitability. The CONDOR method is a powerful framework that combines time-honoured sales, marketing, and growth strategies to create a structured and systematic approach to strategic growth and accountability.

#### IMAGINE A FUTURE WITH ALL THE FRESH LEADS YOU CAN HANDLE

When you implement the CONDOR method, you'll no longer have to worry about where the next client will come from or struggle to keep up with the ever-changing market dynamics.

#### INTRODUCTION

Instead, you'll be able to envision a future where your business effortlessly attracts all the fresh leads you can handle. You'll witness a consistent flow of new customers, increased sales, and an engaged client base that actively orders from you, propelling your business to new heights.

Implement it yourself, following the step by step guide in this book or get experienced professional expertise proven to help your business grow, profit, and succeed beyond anything you can imagine.

The CONDOR method has been developed by Kursten Shalfoon, a seasoned strategy, sales, and marketing expert with over 20 years of experience. Kursten has worked with some of the largest corporate brands, helping them achieve reliable and predictable income streams, even during economic downturns. His expertise extends to small and medium-sized B2B businesses, and through his company, Market Fit, he specialises in driving growth and profitability through strategic marketing and business development strategies.

Kursten Shalfoon knows firsthand what it takes to be a business owner. Having left the corporate world behind and embarked on his own entrepreneurial journey, he has experienced the challenges, setbacks, and triumphs that come with building a business from the ground up.

Kursten carries the scars of those battles, serving as a testament to his unwavering determination and resilience. These experiences have shaped him into an empathetic and insightful strategist who understands the unique struggles faced by fellow entrepreneurs. With his deep understanding of the business landscape and the scars to prove it, Kursten is uniquely positioned to guide and support business owners on their path to success.

## CUT THE OVERWHELM POWER OF THE CONDOR FRAMEWORK

What sets the CONDOR framework apart from other methodologies is its ability to reduce overwhelm and focus your efforts on what truly drives results. Rather than juggling multiple strategies and tactics, the-

#### INTRODUCTION

CONDOR method helps you streamline your approach, allowing you to do less but with more precision and effectiveness.

Are you ready to take control of your business, overcome overwhelm, and unlock the path to predictable profits?

Ultimately, we know this is about a transformational journey. You need to implement the CONDOR framework because they have a problem in your business. The framework will help you get from where you are today to where you really want to be. In the following chapters, we'll explore each component of the CONDOR framework in detail, guiding you step by step toward achieving the growth and success you desire.

#### TRANSFORM

Join us on this transformative journey as we dive deep into the CONDOR framework, harness its power, and unlock your business's full potential. It's time to cut the overwhelm and embrace a future where your business thrives, prospers, and achieves remarkable success. Let's begin.

Capacity Outcome Numbers Diagnose One Thing Review



#### INTRODUCTION

Capability	This involves assessing and understanding the existing capabilities and assets within your business. It explores the resources, skills, and strengths that can be leveraged for success.
Outcome	The specific outcome refers to defining and clarifying the desired result or goal that you want to achieve in your business. It focuses on identifying the specific objectives that will drive your growth and success.
Numbers	Numbers involves analysing the financial and performance metrics of your business to determine what is generating revenue and what is not. It helps you identify the key drivers of profitability and make data-driven decisions.
Diagnose	Diagnose involves conducting a comprehensive assessment of your business, including its processes, systems, and market positioning. It aims to identify areas of improvement and uncover any obstacles or inefficiencies that may be hindering growth.
Outcome	The One Thing refers to selecting a single, focused course of action that will have the most significant impact on your business growth. It helps eliminate distractions and ensures that your efforts are concentrated on the most critical area for improvement.
Review, Results & Repeat	This component emphasises the importance of continuously reviewing the results of your actions, measuring progress, and making adjustments as necessary. It establishes a cyclical process of learning, refining, and repeating the strategies that yield positive outcomes.

## CAPABILITY - UNLEASHING THE HIDDEN POWER OF YOUR BUSINESS

In the fast-paced and competitive world of business, it's easy to overlook the immense potential that lies within your own company. Many small and medium-sised B2B businesses underestimate the capabilities and assets they possess, often unaware of the power that can drive their success. In this chapter, we'll explore the first component of the CONDOR framework: Capability. Get ready to embark on a journey of self-discovery and unleash the hidden power of your business.

## RECOGNISING YOUR BUSINESS'S UNTAPPED POTENTIAL

Take a moment to reflect on your business. Consider the resources, skills, and expertise that you currently have at your disposal. It's time to recognise the untapped potential that lies within. More often than not, you already possess everything you need to achieve success or reclaim it if you're experiencing stagnation. By understanding and harnessing your business's capability, you can unlock a world of possibilities.

## UNLEASHING THE POWER OF WHAT'S AVAILABLE

You need to dive deep into your business to uncover the capability and assets that are waiting to be unleashed. You'll be amazed at the hidden gems that have been overlooked or underutilised. Look back on what has worked in the past and identify the unique strengths, resources, and advantages your business possesses, allowing you to leverage them strategically for growth and profitability. It's time to tap into the power of what's available and harness it to your advantage.

#### **DEFINING YOUR SPECIFIC OUTCOME**

While many business owners focus on their problems and challenges, it's essential to shift your mindset towards defining a specific outcome. What do you truly want to achieve with your business? In this ebook we'll guide you through a process of clarifying your goals, dreams, and aspirations. By gaining crystal-clear clarity on your desired outcome, you'll be able to align your

## CAPABILITY - UNLEASHING THE HIDDEN POWER OF YOUR BUSINESS

efforts and resources effectively, driving your business towards success.

## UNDERSTANDING THE NUMBERS THAT MATTER

Numbers play a crucial role in business success. In this section, we'll explore the financial aspects of your business and dive into the numbers that truly matter. We'll help you identify what is generating revenue and what may be draining your resources. By gaining a deep understanding of your financial metrics and key performance indicators, you can make informed decisions and focus on the areas that contribute most significantly to your profitability.

#### DIAGNOSIS: IDENTIFYING REVENUE-GENERATING ELEMENTS

One of the most significant revelations you'll experience during the CONDOR process is the discovery of the revenue-generating elements within your business. In this section, we'll conduct a comprehensive diagnosis, examining all the moving pieces of your operations. By doing so, we'll uncover the core elements responsible for the bulk of your revenue. This diagnostic process will shed light on what truly drives your business's success, enabling you to concentrate your efforts on the areas that matter most.

#### **EMBRACING THE POWER OF ONE THING**

In a world filled with endless opportunities and distractions, it's crucial to focus on the most impactful actions. The "One Thing" concept emphasises the power of precision and effectiveness. We'll dive deep into our vault of strategies, tools, and tactics to recommend one single course of action for your business. By honing in on this specific area, you'll achieve laser-like focus and avoid spreading yourself too thin. Embrace the power of the "One Thing" and witness the transformative results it can bring.

## CAPABILITY - UNLEASHING THE HIDDEN POWER OF YOUR BUSINESS

## REVIEW, RESULTS & REPEAT: A CYCLE OF GROWTH

The CONDOR framework is not a one-time solution but a continuous cycle of growth and improvement. In this final section of Chapter 1, we'll emphasise the importance of reviewing your progress, analysing the results from applying the "One Thing," and repeating the process.

By regularly reviewing your actions and outcomes, you can refine your strategies, make necessary adjustments, and amplify your successes. This iterative approach ensures that you stay on track towards your specific outcome and continue to maximise your business's capability.

The review process also provides an opportunity to celebrate your achievements and recognise the progress you've made. It's essential to acknowledge the results you've obtained and use them as fuel to drive further growth. By repeating the CONDOR framework, you establish a powerful rhythm of continuous improvement and sustainable success. Throughout this journey, you can decide to do it yourself, everything you need is in this guide.

Or we can help and you won't be alone. We understand that navigating the complexities of business can be overwhelming, which is why we're here to guide and support you every step of the way. Our expertise and experience will serve as a valuable resource as you apply the CONDOR framework to your business.

#### **ARE YOU READY?**

Are you ready to tap into the hidden power of your business's capability? In the next chapter, we'll delve deeper into the Specific Outcome component of the CONDOR framework. Get ready to define your desired results and set a clear path for your business's success.

Remember, you have the potential to achieve remarkable growth and profitability. The CONDOR framework will empower you to unleash that potential and transform your business into a thriving and prosperous entity. Let's embark on this journey together and unlock the true capabilities of your business.

## CHAPTER 2 **DEFINING YOUR SPECIFIC OUTCOME**

In the world of business, it's crucial to have a clear vision of what you want to achieve. Without a specific outcome in mind, you risk wandering aimlessly and missing out on the true potential of your business. In this chapter, we will explore the importance of defining your specific outcome and how it aligns with the CONDOR framework.

When we talk about a specific outcome, we are referring to a welldefined goal that you aim to achieve through your business endeavours. It goes beyond vague aspirations and provides a concrete target for your efforts. Your specific outcome should be aligned with your long-term vision and serve as a guiding light for your strategic decisions. To begin the process of defining your specific outcome, it's important to reflect on what truly matters to you and your business. What are the core objectives you want to accomplish? Is it increased revenue, market dominance, customer satisfaction, or something else entirely? Take the time to envision the ultimate destination you want to reach.

Once you have a general idea of your specific outcome, it's time to make it more tangible and measurable.

To test if it is the right outcome, fast forward 12 months and ask yourself if you were to hit this outcome, would you have fallen in love with your business again, would you feel in control, would the overwhelm subsided?

## What outcome do you want? What problem are we solving?

## **DEFINING YOUR SPECIFIC OUTCOME**

When you align your specific outcome with the CONDOR framework, you gain a powerful tool for strategic decision-making. Each step of the framework becomes purposeful and directed towards achieving your specific outcome. It provides a framework for focusing your efforts, eliminating distractions, and maximising your chances of success.

#### THIS IS YOUR COMPASS

Remember, your specific outcome acts as a compass that guides your business's journey. It keeps you focused, motivated, and accountable. As you progress through the CONDOR framework, regularly revisit and reassess your specific outcome to ensure it remains relevant and aligned with your evolving business needs. And just like a compass you can only have one direction, this outcome is about defining that end point.

In the next chapter, we will explore the Numbers component of the CONDOR framework. Numbers provide valuable insights into your business's financial performance and help you make informed decisions. Get ready to dive into the world of metrics and data-driven growth strategies.



## CHAPTER 3 **LEVERAGING THE POWER OF NUMBERS**

Numbers are more than just digits on a spreadsheet. They hold the key to understanding the financial health of your business and unlocking opportunities for growth. In this chapter, we will delve into the Numbers component of the CONDOR framework and explore how harnessing the power of data can propel your business forward.

When we refer to Numbers in the context of the CONDOR framework, we are talking about the quantitative aspects of your business. It involves analysing and interpreting financial data, performance metrics, and key indicators to gain insights into your business's strengths, weaknesses, and opportunities. Joining the dots

#### **A CLEAR PICTURE**

Numbers provide a clear picture of where your business stands in terms of revenue, profitability, cash flow, and other essential financial aspects. By examining these numbers, you can identify patterns, trends, and areas for improvement. It allows you to make data-driven decisions rather than relying on guesswork or intuition. Once you have reliable data at your disposal, it's time to dive into analysis. Look for key performance indicators (KPIs) that are relevant to your specific outcome and business goals. These KPIs can vary depending on your industry, but some common examples include customer acquisition cost, customer lifetime value, gross profit margin, and return on investment (ROI).

#### **THE FOUNDATION**

Numbers provide the foundation for informed decision-making and help you prioritise initiatives that will have the greatest impact on your specific outcome.

Numbers allow us to keep score on our progress

Numbers can be internal or industry benchmarks and best practices. The power of Numbers lies in their ability to provide real-time insights and guide your business towards profitable and sustainable growth

Diagnose is a critical component of the CONDOR framework that allows you to take a closer look at your business and identify its strengths, weaknesses, and opportunities. By conducting a comprehensive assessment, you can uncover hidden potential and develop strategies to overcome obstacles on your path to success.

In this chapter, we will delve into the Diagnose phase and explore how it can help you gain a deeper understanding of your business. By examining various aspects, such as your products or services, target market, competition, and internal processes, you can pinpoint areas that require improvement and capitalise on untapped opportunities.

#### **WHAT HAVE WE GOT?**

The first step in the Diagnose phase is to evaluate your current capabilities. Take a close look at your products or services and assess their unique selling points.

What sets you apart from your competitors?

Are there any gaps in your offerings that need to be addressed? Understanding your capabilities is crucial in positioning your business effectively in the market.

Next, analyse your target market. Who are your ideal customers? What are their needs, desires, and pain points?

By gaining a deep understanding of your target market, you can tailor your marketing messages and develop strategies to attract and retain customers effectively. Consider conducting market research, surveys, or customer interviews to gather valuable insights.

#### **COMPETITION**

Competitor analysis is another essential aspect of the Diagnose phase. Identify your key competitors and assess their strengths and weaknesses. What strategies are they implementing successfully? Are there any untapped market segments that you can target?

By understanding your competition, you can differentiate yourself and find opportunities to outperform them.

Internal processes and operations also play a significant role in diagnosing your business. Evaluate your workflows, systems, and resources to identify areas for improvement and efficiency gains. Are there any bottlenecks or inefficiencies that hinder your growth?

Streamlining your internal processes can lead to cost savings, improved productivity, and better customer experiences.

#### **GET OBJECTIVE**

While CONDOR can be completed by you and your team, this is the hardest section for teams to do, as they typically are to close to the problems and opportunities. Therefore as you conduct your diagnosis, it's important to involve key stakeholders and gather different perspectives. This collaborative approach ensures that you consider a wide range of insights and ideas. Engage your team members, customers, and external experts to gain a comprehensive understanding of your business's strengths and weaknesses.

Based on your diagnosis, prioritise the areas that require immediate attention and develop actionable strategies to address them. Set realistic goals and define specific action steps to achieve them. Remember, the Diagnose phase is an ongoing process, and you should regularly revisit your assessment to adapt to changing market dynamics and seize new opportunities.

#### **UNLOCK HIDDEN POTENTIAL**

By thoroughly diagnosing your business, you can unlock hidden potential, mitigate weaknesses, and align your strategies with your specific outcome. The insights gained from this phase will inform your decision-making and pave the way for sustainable growth and success.

## CHAPTER 5 ONE THING: THE POWER OF FOCUS AND PRECISION

In a world filled with endless possibilities and distractions, it's easy to fall into the trap of trying to do everything at once. As a business owner, this scattered approach can lead to overwhelm, inefficiency, and lacklustre results.

#### **CUT THROUGH THE NOISE**

That's where the One Thing principle comes in—a powerful concept that helps you cut through the noise and focus on the most impactful action that will drive significant results.

It is bold of me to say this but the One Thing and how it can revolutionise the way you approach your business. By honing in on a singular, high-impact action, you can streamline your efforts, maximise productivity, and achieve extraordinary outcomes. The premise of the One Thing principle is simple yet profound. Instead of spreading yourself thin across multiple tasks and initiatives, you identify the one action that will create a domino effect of positive results. It's about strategically choosing where to direct your time, energy, and resources to achieve the greatest impact.

To apply the One Thing principle effectively, you need to start by setting clear goals. What is the specific outcome you want to achieve? By defining your objectives, you create a roadmap for success and establish a clear direction for your efforts.



## CHAPTER 5 ONE THING: THE POWER OF FOCUS AND PRECISION

#### **EVALUATION OPTIONS**

Once you have a clear goal in mind, it's time to evaluate your options and determine the one action that will have the most significant impact. This requires careful analysis, weighing the potential benefits, risks, and resources required for each potential course of action.

Consider the Pareto principle, also known as the 80/20 rule, which states that 20% of your actions will generate 80% of your results. Identify that critical 20% and focus your attention there.

When selecting the One Thing, it's important to consider alignment with your capabilities, resources, and market opportunities. Look for synergies between your strengths and the action you choose. Leverage your unique assets and expertise to amplify the impact of your chosen path. Once you've identified the One Thing, it's time to go all-in. Devote your time, energy, and resources to executing that action with precision and excellence.

Eliminate distractions and avoid the temptation to pursue other initiatives simultaneously. Stay committed to your chosen path and see it through to completion.

#### **CREATING MOMENTUM**

The beauty of the One Thing principle lies in its ability to create momentum and generate a cascade of positive results. By focusing your efforts on one highimpact action, you can achieve significant breakthroughs, build confidence, and lay the foundation for sustainable success.

# CHAPTER 5 ONE THING: THE POWER OF FOCUS AND PRECISION

Throughout the process, it's crucial to track and measure your progress. Set key performance indicators (KPIs) that align with your goals and monitor your results. Regularly evaluate your outcomes and make data-driven adjustments as necessary. This iterative approach ensures continuous improvement and optimisation.

Remember, the power of the One Thing extends beyond its immediate impact. By mastering the art of focus and precision, you develop a disciplined mindset that permeates all aspects of your business. It becomes a guiding principle for decision-making, resource allocation, and strategic planning.

#### **DRIVE DECISION MAKING**

The One Thing helps drive decisionmaking, it provides focus, energy and momentum. It can seem hard to stop things that you've always done, but in reality, it is liberating and will get you to where you're going faster with less stress.



## REVIEW, RESULTS & REPEAT: THE CYCLE OF CONTINUOUS IMPROVEMENT

Success in business is not a one-time achievement; it's an ongoing journey of growth and refinement. To ensure long-term success, you must establish a system of review, analysis, and iteration. In this chapter, we delve into the critical importance of reviewing your progress, analysing results, and repeating the cycle of continuous improvement.

Reviewing your progress allows you to gain valuable insights into what's working, what's not, and why. It provides an opportunity to reflect on your actions, strategies, and outcomes, enabling you to make informed decisions moving forward. Without regular reviews, you risk operating on autopilot, missing opportunities, and repeating ineffective patterns.

#### **FIRST STEP**

The first step in the review process is to gather data and metrics. Collect relevant information about your performance, such as sales figures, customer feedback, conversion rates, and market trends. This data serves as the foundation for your analysis and helps you gauge the effectiveness of your actions. Once you have the data in hand, it's time to conduct a comprehensive analysis. Identify patterns, trends, and correlations within the data to uncover insights and potential areas for improvement. Look for both quantitative and qualitative indicators of success, as they provide a holistic view of your business's performance.

During the analysis phase, don't shy away from scrutinising the outcomes—both positive and negative. Celebrate your successes and identify the factors that contributed to them. Likewise, examine the areas where you fell short or encountered challenges. Uncover the root causes behind those setbacks and seek opportunities for growth and refinement.

#### **FEEDBACK**

One key aspect of the review process is seeking feedback. This can include engaging with your team, customers, and other stakeholders to gather their perspectives and insights. Their input can offer fresh perspectives and uncover blind spots that may

## REVIEW, RESULTS & REPEAT: THE CYCLE OF CONTINUOUS IMPROVEMENT

have been missed during your internal analysis. Embrace feedback as a valuable tool for learning and improvement.

Based on your analysis and feedback, identify the necessary adjustments and refinements. Determine the actionable steps you need to take to address the identified areas for improvement. These adjustments may involve tweaking your strategies, optimising processes, enhancing customer experiences, or investing in professional development for your team.

#### **DID WE GET CLOSER TO OUR GOAL?**

Ultimately we ask, did the One Thing we implemented get us closer to our Specific Outcome? If yes, great, what did we learn? If no, bummer, what did we learn? Based on where we are and what we learnt, we focus on the numbers, and defining the next One Thing,

#### IT'S A CYCLE

The cycle of review, results, and repeat is not a one-time event but an ongoing process deeply ingrained in the fabric of your business. It's a commitment to constant learning, adaptation, and innovation. Embrace the mindset of continuous improvement, and you'll position your business for long-term success in an ever-evolving marketplace.

As you embrace this iterative cycle, remember to celebrate your achievements along the way. Acknowledge the progress you've made, the milestones you've reached, and the positive impact you've created. Recognise the efforts of your team and reinforce a culture of growth and learning.



## CHAPTER 7 YOU CAN DO THIS: EMPOWERING YOUR JOURNEY TO SUCCESS

Throughout this ebook, we have explored the CONDOR framework and its various components, empowering you with the knowledge and tools to take control of your business and achieve predictable profits. In this final chapter, we address the importance of self-belief, resilience, and the unwavering determination required to succeed on your entrepreneurial journey.

Running a business is not for the faint of heart. It demands courage, dedication, and the willingness to overcome obstacles and setbacks. It's important to remember that you have what it takes to navigate the challenges and emerge victorious. You possess the skills, expertise, and passion that fueled your entrepreneurial spirit in the first place.

Believe in yourself and your abilities, it is likely you've been here before and dug your way out of it. Recognise that setbacks are not permanent failures but stepping stones to growth and learning. Embrace a mindset of resilience, knowing that every obstacle presents an opportunity for innovation and improvement. Trust in your instincts and the decisions you make along the way.

Surround yourself with a support system that uplifts and encourages you. Seek mentors, peers, or business communities where you can learn from others' experiences, gain valuable insights, and find inspiration. Collaboration and shared knowledge can provide the guidance and motivation needed to overcome challenges and keep moving forward.

While the CONDOR framework provides a structured approach to business growth, remember that flexibility and adaptability are key. Embrace the need for continuous learning and evolution.

## YOU CAN DO THIS: EMPOWERING YOUR JOURNEY TO SUCCESS

As you embark on implementing the CONDOR framework in your business, remember that success is not an overnight achievement. It's a journey that requires patience, persistence, and consistent effort. Celebrate small victories and milestones along the way, recognising the progress you've made and the positive impact you've created.

Above all, remember that you are not alone on this journey. The Market Fit team is here to support and guide you as you navigate the challenges and opportunities that arise. We are committed to your success and are just a call away whenever you need assistance or guidance. So, take a deep breath, trust in yourself, and embrace the journey ahead. With the CONDOR framework as your guide and your unwavering determination, you have the power to transform your business, achieve predictable profits, and create the future you envision.

Thank you for joining us on this transformative journey. We wish you every success in your business endeavours. Now, it's time to spread your wings and soar to new heights with the CONDOR framework by your side.



## CHAPTER 8 IT IS BETTER WITH MARKET FIT: DIFFERENTIATING YOUR SUCCESS

In the previous chapters, we have delved into the CONDOR framework and explored how it can revolutionise your business, driving growth, profitability, and success. In this final chapter, we emphasise the unique value proposition of Market Fit and why choosing us as your strategic partner sets you apart from the rest.

We understand that the business landscape is inundated with consultants, agencies, and coaches promising remarkable results. However, we recognise the frustrations and disappointments you may have encountered in the past. At Market Fit, we have taken these challenges to heart, ensuring that our approach addresses them head-on, providing you with an exceptional experience tailored to your specific needs.

Unlike one-sise-fits-all

methodologies, Market Fit offers a customised and bespoke approach to your business growth. We believe that every client is unique, with distinct goals, challenges, and aspirations. Our deep vault of strategies, tools, and tactics allows us to craft a personalised plan that aligns precisely with your business objectives.

We are driven by results and committed to your success. Our focus is not on generic marketing trends or quick-fix solutions. Instead, we invest time and effort in understanding your business, analysing your market, and uncovering the true drivers of your revenue. This meticulous approach enables us to develop a targeted and highly effective growth plan that yields tangible and measurable outcomes.

Communication is the cornerstone of our partnership. We prioritise effective and transparent communication channels to ensure that your needs are understood, your questions are answered, and your objectives are met. We believe in building a strong and collaborative relationship with our clients, working side by side as your dedicated partner on the journey to success.

## IT IS BETTER WITH MARKET FIT: DIFFERENTIATING YOUR SUCCESS

At Market Fit, we also understand the importance of adaptability in an ever-evolving market. We stay ahead of the curve by continuously monitoring industry trends, emerging technologies, and shifting customer preferences. This allows us to refine our strategies, introduce innovative approaches, and keep your business at the forefront of your industry.

We are passionate about SME B2B businesses, and our expertise is dedicated to driving growth and profitability in this sector. Our track record of success with both large corporate brands and small to medium-sized enterprises speaks volumes about our ability to deliver exceptional results, regardless of the scale or complexity of the challenge.

To demonstrate our unwavering commitment to your satisfaction, we offer a 'Fit Promise.' If, at the start of our engagement, you are not 100% satisfied with the results, we will refund 100% of our fee. We believe in giving you our undivided attention and ensuring that our partnership is built on trust, mutual respect, and a shared vision of success. So, if you're ready to embark on a transformative journey, unlock the full potential of your business, and achieve predictable profits, we invite you to reach out to us. Take the first step by booking a free call and let us show you how Market Fit can empower your business to soar to new heights.

With Market Fit as your strategic partner, you gain more than just a framework or a set of strategies. You gain a passionate and dedicated team, driven by your success. Together, we can unlock the path to growth, prosperity, and a future where your business thrives beyond your wildest dreams.

Thank you for joining us on this remarkable journey, and we look forward to being a part of your success story with Market Fit.

In this comprehensive guide, we have explored the CONDOR framework and its transformative power in driving growth and profitability for SME B2B businesses. Through the chapters, we have examined each element of the framework, understanding the importance of clarity, optimisation, nurturing, differentiation, outreach, and results.

By implementing the CONDOR framework, you have the tools and knowledge to take your business to new heights. The power of clarity enables you to define your vision, mission, and goals, while optimisation empowers you to streamline your operations and maximise efficiency. Nurturing fosters strong relationships with your customers, and differentiation sets you apart from the competition. Outreach expands your reach and attracts new opportunities, and results solidify your success. It is crucial to remember that the CONDOR framework is not a onetime solution but an ongoing process. Business environments are dynamic, and adapting to change is essential. Regularly review your strategies, measure your outcomes, and iterate based on the insights gained. This continuous cycle of improvement ensures that your business remains agile, competitive, and responsive to market demands.

The CONDOR framework is a powerful ally, but its effectiveness lies in your commitment and dedication to its implementation. Embrace the framework as a guiding principle, align it with your unique business needs, and seise the opportunities it presents. Trust the process, stay focused, and persevere in the face of challenges.

As you embark on this transformative journey, remember that success is not an overnight achievement. It requires time, effort, and resilience.

### WARNING

#### This framework only works if you take action!

Celebrate your milestones along the way, learn from your setbacks, and stay motivated. The rewards of growth and profitability are well worth the investment.

We hope that this guide has provided you with valuable insights and practical strategies to drive your business forward. The CONDOR framework, with its comprehensive approach and emphasis on sustainable growth, has the potential to revolutionise your business and unlock its full potential.

Now it's time to take action. Apply the knowledge gained, adapt it to your specific context, and let the CONDOR framework be your guiding light as you navigate the ever-changing business landscape. Trust in your abilities, leverage the power of the framework, and watch as your business flourishes. Thank you for joining us on this enlightening journey. We wish you great success in implementing the CONDOR framework and achieving your business goals. Remember, with dedication, perseverance, and the CONDOR framework as your compass, the sky's the limit for your business.

Here's to your continued growth and prosperity!





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. Initially it was frustrating and confusing, with many bumps and bruises but ultimately 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 businessfor the growth that it deserves, and I will put my skills and my mentoring into use to help you get results expeditiously.

I also understand the importance of not wasting time, so, if I cannot see a way in get in control of your business. 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 CONDOR framework 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. Book a free call with me so

Book a Call



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 on 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

## **PROUD TO HAVE WORKED** WITH THESE GREAT COMPANIES



















🔆 Spark∞ CH ● RUS

















