

# ROADMAP TO REVENUE

*How to sell the way your customers want to buy*

## DISCOVER

Stop trying to “sell” and “market.” Instead, start to figure out how to *make the purchase easier* for the customers who would benefit from your product or service.

- Interview current customers (or prospects, if you have no customers). Use the methods outlined in this book, refined over thousands of interviews, to contact, interview, and record your conversations.
- Create a Conversation Report and an Executive Summary and Recommendations Report. The reports will reveal what they want to buy, and how they want to buy it. Plus: Their perceptions of your company, products, services, and website; trends they see; how they’re using technology to make purchases; and what they think of your competition.
- Distribute the reports to your brain trust and set up the Brainstorming and Planning Meeting.

## DEBATE

Resolve the differences between what they want versus what you have to sell. Hold a two-day Brainstorming and Planning Meeting. On the first day, you will:

- Analyze, discuss, and prioritize what customers have told you.
- Identify the issues most important to customers: What they want (including the Critical Characteristic), how they want to buy it, the problems that need to be solved, your strengths and weaknesses, and the barriers to the sale.
- Agree on the essence of your promise to customers. Your “brand” is the promise that you keep. You keep your promises with your processes, products, people, policies, and passion.
- Determine which buying category your product or service falls into, based on the amount of scrutiny that the customer applies to the purchase (Light, Medium, Heavy or Intense Scrutiny).

## DEPLOY

Put the wheels in motion. Map out their buying process so you can support it at every step. Build an action plan. On the second day of your meeting, you will:

- Build a Buying Process Roadmap for each of your products and services. Each map will show the different stages of your customers’ buying process: The concerns they have, the actions they take, the answers that satisfy them, and the best tools to use to provide those answers.
- Build your Revenue Growth Action Plan. The goal is to fix what is broken, and improve what needs improving. Determine which tools you need to create, or actions you need to start taking, to better support your customers’ buying process.
- Once you start on the Road, you’ll need to make sure you stay there. Use the advice in the last chapter to continue to make customer-centric and revenue-producing decisions.



**REVENUE CITY**

