

# Changing Status Quo to Status Grow

By Kordell Norton - Speaker, Author, Consultant  
for Sales, Leadership, Teams, Strategy, Branding

"Head Nodders"

Revenue  
- Expense  
\$

The Top Line



What makes you qualified?

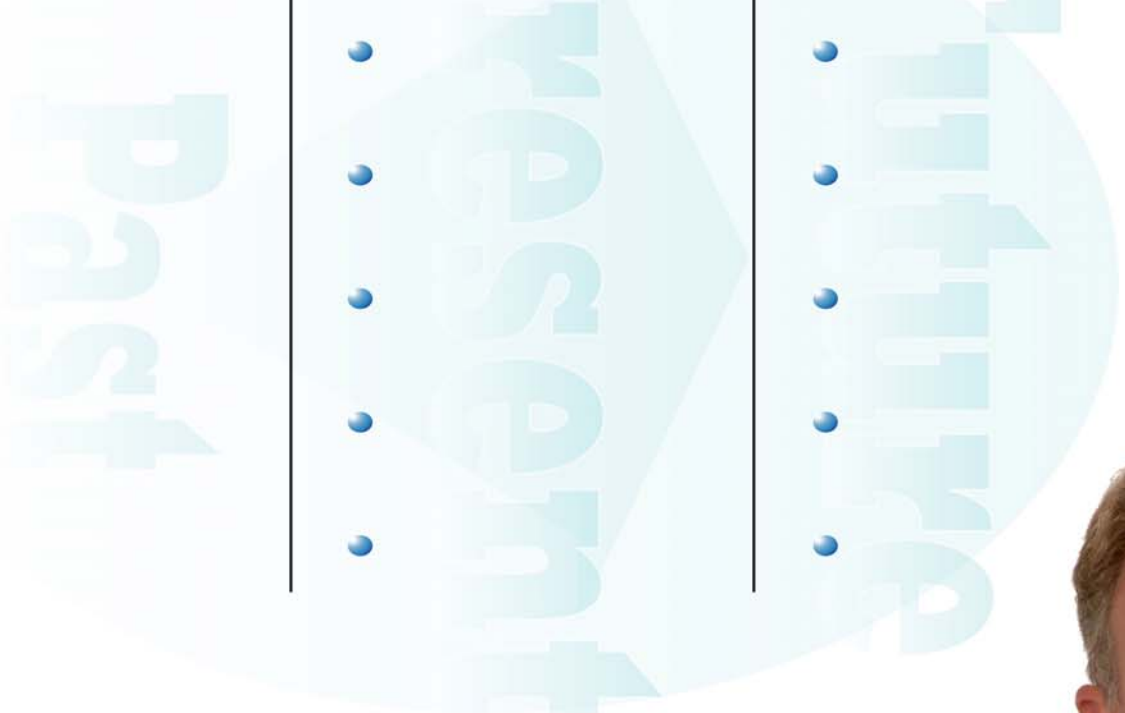
How do you deliver your value to your customers?

What are the results and value the customer gets from you?

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What is in your wallet?



## The 10 Commandments of Marketing

I. Thou shalt know that the first one that stays in the mind of the client wins.

II. Thou shalt have a Unique Selling Proposition (USP).

III. To get thy USP thou shalt create a new category folder in the mind of the client.

IV. Thou cannot be all things to all people. In marketing Success = Focus.

V. Thou shalt "touch" the client 7 times while exhibiting patience.

VI. Thou shalt know that done is better than perfect.

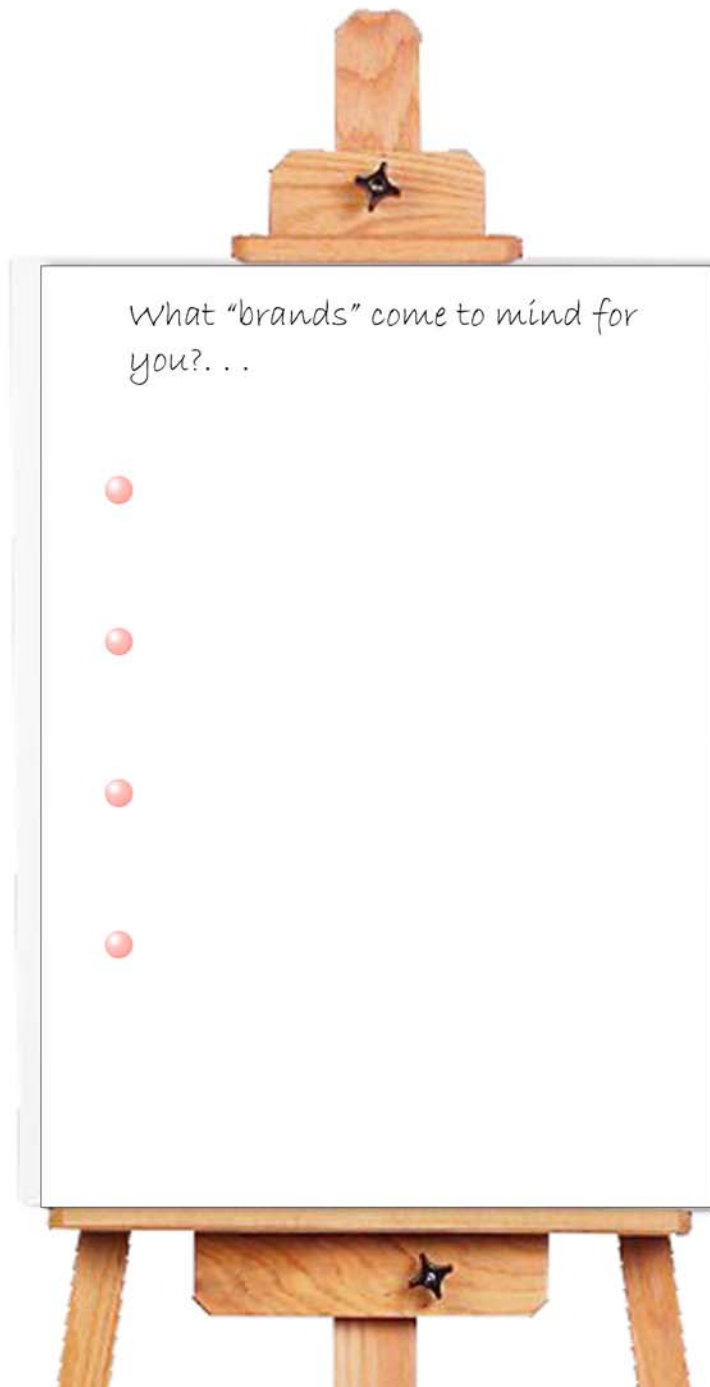
VII. Thou shalt adjust thy sales-sell-sails. Make the decision on Monday . . . and by Friday know that marketing requires a course adjustment.

VIII. Thou shalt not show off thy vocabulary. All communications, value, and benefits shall be in words that the customer understands and where possible, are measurable.

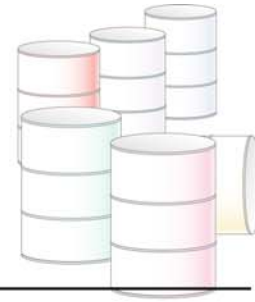
IX. Thou shalt C.A.S.E. Copy-And-Steal-Everything.

X. Thou shalt be aware of thy competition. Hit it where they ain't.

What "brands" come to mind for you? . . .



# What are *your* "You Cans"?



Your Product/Service/Experience/Brand

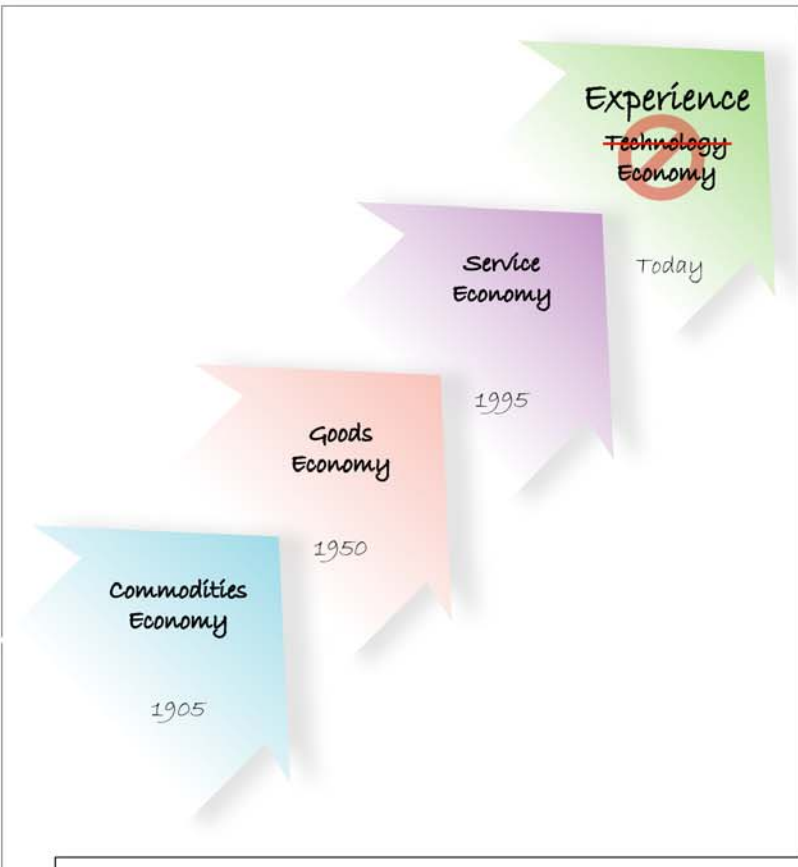
List the major features, capabilities, or specifications of your product

List each feature, or "YouCans" (benefits)

Four sets of horizontal lines for writing, each preceded by a red decorative line with a circular dot.

Once you have your "You Cans", which describe the benefits of your products and services, mark those that:

- 1) Are unique
- 2) Meet major client needs
- 3) Can be numerically precise or measured
- 4) Are specific and that create a mental image in the clients' mind (*able to leap tall buildings in a single bound*)
- 5) Address a weakness in the competition



# D R A S T I C

From the book  
Throwing Gas on the Fire - creating drastic change in Sales and Marketing  
by Kordell Norton

