

The GO CURVE Blueprint

Mining for Gold INSIDE the Box

When your company is setting goals and making plans for the future, you could think outside the box. You could try to attract strangers. You could throw products and marketing against the wall to see what sticks.

OR you can *look* closely and carefully *inside your box of gold* and mine it for the treasures within.

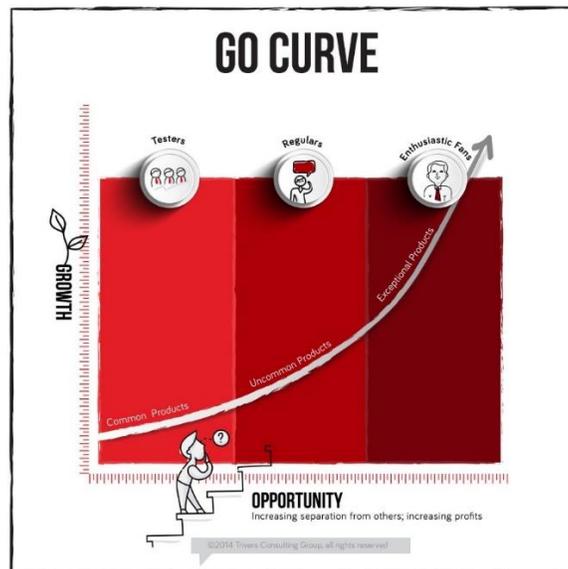
We at Trivers Consulting Group know the best way to reach tomorrow's success goal is to start with the foundation you have today. Your foundation is strong because of three components: your current and recent buyers; your current offerings; and your current employees.

The GO CURVE helps you see many ways your company can mine the gold within.

The GO CURVE takes what's on paper or on your screen--your P&L and your CRM—and maps them into a picture of your business today. It shows you which segments your buyers occupy and the range of your offerings.

From there you mine the gold to create the picture of success for tomorrow.

Plot your Buyers and Offerings on the GO CURVE



Questions to ask about Buyers:

- What are the characteristics of the buyers in each segment? Are they Perfect Fit, Good Fit, Poor Fit buyers?



- Which buyers should stay? Why?
- Which buyers do you cultivate to move them up to a new segment?
- Which buyers will tell you what else they want to buy?
- Which buyers are likely to increase their spend?
- Which buyers have the potential to be vocal advocates for your company?
- Which buyers should you not invest in?

Questions to ask about Offerings:

- How broad and diverse is your range? Consider both the substance and the perceived value of every offering.
- What attracts buyers?
- What are the barriers to buyers?
- What's the concentration in each segment?
- Where are the opportunities for growth?
- Where can you improve and innovate?
- Where can you create brand new? How can you create new offerings from Common to Exceptional?
- Who will buy your new offerings?
- How will you price your new offerings?
- How will you price innovations and improvements?
- What offerings should be discontinued?

5 Ways to Mine the Answers to Build Success

1) Modeling

If we move people from one segment to another, or we change the mix of offerings, what financial impacts can we expect? Using the visual GO CURVE, calculate the impacts of your various options.

2) 12-month Plan to Cultivate and Nurture Buyers

Use your marketing resources where they will make the biggest impact. Carefully targeted marketing generates a higher rate of response (purchases). An annual plan keeps the momentum going.

- Customer appreciation messaging
- Customer retention messaging
- Reinforcing Top of Mind
- Creating Demand
- Repeat



3) Improve and Innovate Customer Service

- Where along the GO CURVE would improvements and additions to customer service make a difference to tomorrow's success?
- Who provides it and what do they provide?
- What financial and other resources are needed? How much do these impact profit?
- How do we create the biggest ROI (great impact, low cost)?

4) Product and Service Development

Products and services have a shelf life. The GO CURVE helps you visualize those that should go and where along the curve new offerings should fit. Don't try to replace them one for one. Try to move more of your offerings up the GO Curve, providing more value to high-end Regulars and Enthusiastic Fans.

- Ask what impacts will these new offerings have throughout the company?
- What's the plan to incorporate these impacts into the company? People, training, equipment, technology, etc.
- Are any changes to compensation needed?
- Do you need any changes to personnel mix?

5) Finances

Once you have used the GO CURVE to plot today's foundation, and exercised your imagination to create tomorrow's success, then look for financial impacts and needs. Is more funding needed? Where? When? How will you provide it? Are there areas where you can save money? What help do you need from your banker, wealth manager and CPA? What are impacts on suppliers or other outsiders?

BE INSPIRED by BIG THOUGHTS on CHANGE

"We can't solve our problems with the same thinking we used when we created them." Albert Einstein

"If you always do what you've always done, you'll always be where you've always been." T.D. Jakes

The Trivers Consulting Group GO CURVE is valuable to every business because it creates *new thinking* and *new ways of doing*.

The GO CURVE reveals the gold within your company's current mix of buyers and offerings and prompts you to create powerful new ways to achieve future outcomes.

Trivers Consulting Group performs a GO CURVE analysis at the start of every client Engagement or Relationship because the results guide us to the most powerful next steps. If you would like a professional GO CURVE analysis done by Susan Trivers, President and founder of Trivers Consulting Group, call 703-790-1424. Trivers Consulting Group is celebrating 20 years of service to growth-focused business owners. We know how to create businesses that last.