ARE WE DISTINCTIVE?
Are we *distinctive*? 

Does our business development approach reflect the way we serve?
OTHER THAT ARE DISTINCTIVE

PING
Authorised Fitting Centre
OTHER THAT ARE DISTINCTIVE
OTHER THAT ARE DISTINCTIVE

NORDSTROM
OTHER THAT ARE DISTINCTIVE

NORDSTROM
What causes firms to **be distinctive**?
“We are trying to make a change for our growth and we are looking for a firm that is already where we are headed. **A firm that is where the puck is going.**”

*Client A*
“When the committee asked for our final selection, we honestly didn’t have one. They didn’t just want a selection they wanted the “why” behind it and neither firm had given us a ‘why’.”

Client B
“There wasn’t anything either firm did to really win us over, so we made a selection thinking either direction we took would be about equal.”

Client B
“At that point it would have been nice to have one of the firms do something to make us say ‘Wow!’ and turn our heads.”

Client B
1. In your group, share examples of “living out” one or more of these distinguishing characteristics in efforts to expand a current relationship or bring in a new client.

- CHEMISTRY FIT
- RELEVANT PERSPECTIVE
- COLLABORATIVE STYLE
What does this mean for us?
We have to change the way we play the GAME.

- Get in Early
- Give a Glimpse
- Get Their Fingerprints
The Client Decision Cycle

- **Solution**: Ready to take action
- **Motion**: Not sure what it means
- **Need**: Get their fingerprints
- **Pain**: Get in early

**UNDERSTAND SITUATION**: Not sure what to do
**FEEL SOMETHING**: Give a glimpse
Get in Early - the first gap in the cycle

Solution

Pain

Motion

FEEL SOMETHING
Not sure what it means
GET IN EARLY

Need
GET TO THE 30%

The Bottom 50%:
- Organizational Chart
- Business Performance
- Recent Changes
- Etc.

The Next 30%:
- The Differentiator
- Being Understood

The Top 20% = ?
“There is lots going on. We felt like we could just use some help…We needed more insight into what other companies were doing.”

Client C
What to LOOK for:

- Strategic activity
- Personnel moves
- Legislative changes
- Budget adjustments
- Financial performance
- Industry trends
What to LISTEN for:

- Statement of an ambiguous problem:
  
  “It feels like…”
  
  “I get the feeling…”
  
  “We can’t seem to…"
  
  “Something’s not right…”

- People expressing frustration

- Office “buzz”
What is happening in their world?

What are they worried about?

What steps are they taking (contemplating)?

Where do they need help?
EXERCISE: GET IN EARLY

1. In your group, answer the following question:

   - What types of things are you doing to help client team members SCAN for motion?
ACKNOWLEDGE ISSUE:
Not sure what to do
GIVE A GLIMPSE
“The term that I've come to understand is "thought leadership". What are you going to do to help us stay on top of things?”

Client C
“Out of all the presentations, the firm that did not use PowerPoint was overwhelmingly the most impressive. If you know what you're talking about, why do you need a bunch of slides?... It was much more dialogue driven.”

Client A
Example of a **Glimpse**

VS.
CREATE EXPERIENCES:

- Highly Relevant
- UNCOMMON
- Fun & Enjoyable
- Challenge Statue Quo
- Spurs Action
- Freeform
- Memorable
- Feels Customized
- Valuable
- TEAM BASED
- Unexpected
EXERCISE:

GIVE A GLIMPSE

1. In your group, compare and contrast the two differing approaches described below.

2. Identify and contrast traditional versus innovative approaches for helping team members in communicating with clients when they are seeking our ideas, insight or perspective.
Get Their **Fingerprints**

**UNDERSTAND SITUATION:**
Ready to take action
GET THEIR FINGERPRINTS
FINGERPRINT CODESIGN AREAS

- PRICING
- SUCCESS FACTORS
- VALUE ADD
- ENGAGEMENT APPROACH
- TEAM MEMBERS
Getting **Fingerprints**

Why do we need fingerprints to win?

Do we tend to get more fingerprints in meetings or in between meetings? Why?
GET THEIR FINGERPRINTS:

1. In your group, use one or two of the fingerprint co-design areas to generate examples of how you can help team members in “getting the client's fingerprints” based upon what you have seen, done, or heard.

- TEAM MEMBERS
- VALUE PROMISE
- COMMUNICATION PROTOCOLS
- ENGAGEMENT APPROACH
- RELATIONSHIP EXPECTATIONS
How does the client experience change when we work as a team?