

THE GO CURVE

Blueprint

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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 find many ways your company can mine the gold within. The GO CURVE is the path to:

- More Focus
- More Confidence
- More Business
- More Profit

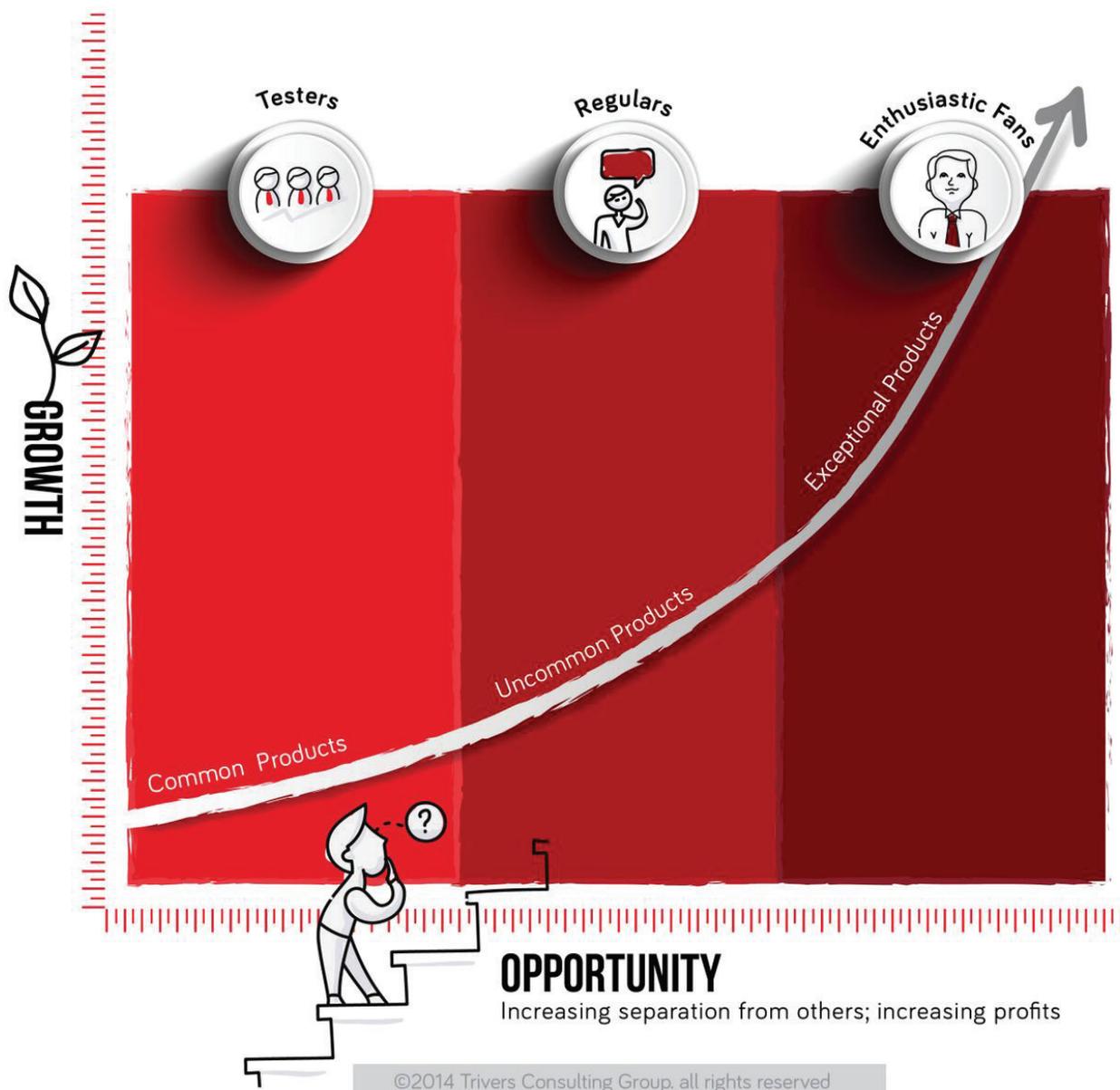
The GO CURVE takes what's on paper or on your screen--your P&L and your CRM—and maps them into a picture of your business today. It shows you which segments your buyers occupy and the range of your offerings.

From there you ask the critical questions to mine the gold that creates the path to success for tomorrow.

**Plot your Buyers and Offerings
on the GO CURVE on the next page.**

PLOT YOUR BUYERS AND OFFERINGS ON THE GO CURVE

GO CURVE



CREATE YOUR OWN PATH: 5 WAYS TO MINE YOUR GOLD

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. You will see clear winners and losers. Choose from among the winners.

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
- Top of Mind messaging
- Creating Demand messaging
- 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)?

Trivers Consulting Group customizes every Engagement and Relationship to meet the specific needs of the client company and its owner. If you would like to open a conversation about how your company can achieve the 4 MORES, we would love to hear from you. **Call 703-790-1424.**

We'll invite you to complete a Listening Call questionnaire and book a complimentary 45 minute Listening Call. If we both agree to take a step, or several, we will design a working agreement that is exactly right for your company and you. There are no off-the-shelf services.

Trivers Consulting Group is celebrating 20 years of service to growth-focused business owners.

We know how to create businesses that last.



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