



"Business Growth Solutions"

## THE REVENUE ACCELERATOR

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### ***From the Editor***

Welcome to the 29th issue of The Revenue Accelerator™. [Market Development Group](#) (MDG) aims to provide practical revenue and profit generator tools for MDG clients, colleagues and friends. The Revenue Accelerator™ circulation has grown to over 3,500 business leaders worldwide since our first issue was published in 2006. We welcome any suggestions of articles or topics you would like to have included in future issues.

The guest writers in this issue are **Andy Birol**, President, [Birol Growth Consulting](#) and **Kevin Dean**, President, [WSI Net Advantage](#). I hope that you find their articles timely and useful for your company's *revenue acceleration* initiatives.

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# Top 6 Internet Marketing Mistakes

By: Kevin Dean

*(with comment by Eric Wiedenmann)*



1. **Not paying attention to generating prospects by appealing to search engines.** Many stick with traditional media or experiment with many things and don't stick to the ones that work. They think people don't search for their services...do the research first, don't just ask friends.
2. **Failing to measure how efforts are performing** - calls, forms, traffic, downloads, friends, followers and more can be measured, not to mention sales!
3. **"I need to get on Facebook"** - certainly a popular outlet, but is it where their customers are looking for services and making decisions on who to talk to? If they proceed with investing, see #2 - failure to measure efforts.
4. **Thinking advertising is a rip-off.** See #2, if measurements are not made, then it could seem that way. Plans on testing results, different locations and methods can augment an SEO, social media, and content game-plan.
5. **Downplaying the usefulness of a website** - it's not just design, it's flow, content, logic of organization, calls to action, and comparison to peers in your industry.
6. **Not keeping up with evolving trends** in ads, video, search, directories, use of varied types of content, and Google's always changing algorithms. Things don't stand still in the Internet world. Talk to an expert.

***Eric Wiedenmann: I have seen many companies' websites become ineffective quickly due to neglect. Providing fresh content along with continuous improvement is a never-ending task and critical to the long-term survival of your business.***

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**About Kevin**

Kevin A. Dean is a Certified Internet Marketing Consultant and is President of [WSI Net Advantage](http://www.wsinetadvantage.com) in Fremont CA, which he opened in 2003. You can reach Kevin at **510-687-9737** or email [kdean@wsinetadvantage.com](mailto:kdean@wsinetadvantage.com).

# Finding Your Best and Highest Use

By: Andy Birol



Despite your hard work and endless hours, your business has hit a stall. Or maybe that project you were sure was going to take your company to the next level went to a competitor. What now? Do you just grin and bear it? Or do you get off your duff and do something that'll actually help?

Your choice is obvious—you need to take steps that'll get you moving in the right direction. The first step is to sit down and determine your “**best and highest use**” or **BHU**. Your particular BHU stems from your unique talents and passions, the things that set your business apart and translate into the distinctive solutions you can offer your customers. Determining your BHU will connect you to the passions and purpose that led you to start your business in the first place. So let's start figuring out just what your BHU is.

## Finding Your Passion

What do you love to do? What does your firm do well? Why does anyone buy your products and services? Many owners find it difficult to answer these questions because many businesses do not have a clear reason for being. These firms subsist rather than succeed, flowing along with one new trend after another until they get caught in a whirlpool.

Without a sense of purpose, owners pursue survival and sales objectives as if these tactics will lead to wealth, long life, and happiness. In contrast, the stars within any marketplace clearly understand their own core competencies and uniqueness and prosper from them. Since Joseph Campbell coined the phrase “follow your bliss” many years ago, writers, therapists, and high school guidance counselors have urged people to make their dreams come true. There's nothing wrong with this, except nobody bothers to explain how to do it. So, let's get practical. Conviction, the crucial first catalyst, means nothing unless you translate it into the reality of the marketplace by connecting your passion to the needs of your customers.

In its purest form, BHU is the point of convergence between what you love to do and do well and what customers want or need and will pay to get. Don't confuse BHU with the actual products or services you sell; rather, it is the purpose behind the products and services you sell, so it remains a reservoir of energy and ideas that connect you with your customers' changing needs. Best and Highest Use manifests your preferences and talents in ways that fill needs in the marketplace:

- Your best represents your preferred choice among all the things you do well;
- Highest represents that which is most valued by customers, suppliers, employers, or partners; and
- Use is the actual, essential value you provide to others.

Unless you have all three elements, you and your company will eventually experience boredom, dissatisfaction, mediocrity, chaos, or feeble sales and frail profits. Best and Highest Use begins in passion (the owner's), is refined through need (the customer's), and ends in satisfaction all around. When the marketplace says, “Yes, that is what you should be doing to give me what I need!” you have found your BHU.

One of the first things I do with new clients is to take them through the process of identifying their BHU, so get a notebook and a pen.

**1. Document your successes.** List all the things you do well, practical and impractical. Brainstorm; set a timer for ten minutes and jot down everything that comes to mind, even if it has nothing to do with business. Examine your list several times over the next few days, looking for skills and talents (sung and unsung).

Your personal strengths are the power behind the value you offer to customers. For example, a licensed realtor starting her own company once led her college debate team to a state championship but nearly flunked statistics. She is a crack negotiator, and this strength is the foundation for her firm.

If you are a sole-proprietor or have only a few employees, your personal talents will drive your firm; otherwise, make a separate list of things your company does well, mundane or dramatic. Remember the 1982 Tylenol crisis, when seven people died after someone laced several bottles of pills with cyanide? Johnson & Johnson set the standard for crisis management by recalling \$100 million of product and introducing tamper-resistant caplets in triple-sealed packages. Several years later, during a similar though less deadly tampering scare, Tylenol marketed itself as the company to be trusted, and consumers believed it.

**2. Consider the importance of fun.** List the tasks, relationships, and experiences you enjoy, both now and in the past. Look for examples in your personal and professional lives. Whatever you think of the National Rifle Association, Charlton Heston relished his role as NRA president. My former employer, NEBS, takes pride in replacing the business forms customers lose in natural disasters. This enjoyment drives future success, confidence, and self-esteem.

**3. Discover what clients, customers and staff like about you.** Hire a trusted third-party to talk to your customers and employees. You will get some remarkable feedback. Inside Prospects, one of my clients, boasts the best list of businesses in Cleveland, but what customers most value is the personal service provided by its president, Sandy Szuch. This is an element of her business she can't afford to lose.

**4. Distill and simplify.** Turn your strengths into your message. For example, based on its reputation, resources, and breadth of businesses, General Electric rightly claimed to "Bring good things to life". Warren Buffett, the world's greatest investor is known for stating, "If I don't understand it, I don't invest in it."

**5. Know your blind spots.** Too many organizations are proud of themselves in ways that don't matter. How many customers really care if a business is family-owned or has a 100-year history? Some companies waste millions promoting features and services that are irrelevant to their customers.

**6. Synthesize, apply and focus.** Work with an objective outsider to put it all together. Take the combination of skills, experience, and expertise and state it in terms of what a customer, prospect, or marketplace wants. Ralph Lauren has leveraged his ability to define grace in everyday living not only through clothing but across a home products empire as well. And no matter how much Microsoft wants to be known as an innovator, Bill Gates' obvious genius is to exploit other developers' inventions into necessary tools for all computer users.

Apply these steps and you will gain new insight into your business and its customers. Customers will notice. The relentless logic of the marketplace demands that you deliver solid value to customers in order to keep them loyal to your business, and as they respond positively your comfort zone will expand.

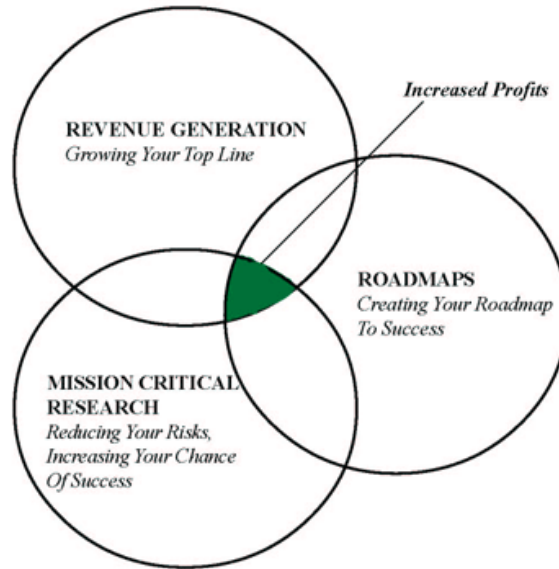
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**About Andy**

After 20 years of corporate sales and marketing leadership and his MBA from Northwestern's Kellogg School, Andy Birol founded Birol Growth Consulting in 1997 to help driven business owners create profitable growth by focusing on their Best and Highest Use®. He focuses on helping owners and their advisors run, fix, grow and prepare to sell their established firms as well as provides workshops and keynotes on this topic. [andybirol.com](http://andybirol.com)

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# This Is How MDG Helps Clients Increase Sales Efficiently and Cost Effectively



#### Revenue Generation:

- Increasing Closure Rate
- Finding Untapped Markets
- Time/Territory Management
- Developing New Channels
- Business Development



#### Research:

- Helping Companies Make the Right Mission Critical Decisions
- Customized Market Research
- Competitive Intelligence
- Opportunity Identification
- Customer Surveys
- Finding Acquisition Candidates



#### Roadmaps:

- Strategic Marketing Plans
- Rapid Response High Impact Sales Plans

Contact **Eric Wiedenmann** to learn how **MDG** can help increase your company's sales and profit goals quickly and cost-effectively.

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