## **ARE YOU GIVING YOUR** MARKET LEADERSHIP THROUGH THAUT LEADERSHIP **MARKETING ENOUGH THAUT?** WELL ORCHESTRATED FALL SHORT OF CRITICAL MASS OF MARKET INFLUENCE PERSUASION PATTERN **UNABLE TO MOVE MINDS** TO NEW PLACE CREATIVE LEADERSHIP NO **COULD GET DISRUPTED** INSTEAD OF BEING THE DISRUPTOR **UNDERSTAND HIGH** ISMATCH = ROADBLOCK (2) High Level Market thinking includes **ARE YOU NOT** AVOID MIS-MATCHING THEIR **CHUNKING INFORMATION** VALUES SO YOU RESONATE prospects' Skillset, Values, Beliefs, Identity, TO WHAT THEY CAN ABSORB? WITH WHAT'S IMPORTANT. and Core Purpose. **OR NOT BUILDING RAPPORT** DON'T MISS ALIGNING WITH BY ACKNOWLEDGING THEIR SENSE OF IDENTITY. THEIR CURRENT BELIEFS? (1) Take customer point of view = answer their questions - even the implied ones - and empower and educate them to make better decisions in their own best interest. THROUGH "ALL ABOUT US"

## **INTENT: GROWTH THROUGH MARKETING**

