

# Stuff That Works Building Careers

## Chapter 14

### “Generate Revenue”

Take Action

# **Stuff That Works Building Careers**

## Chapter 14 Take Action: Content

- Brainstorm how you can help the company generate revenue.
- Adopt a customer. Become the expert within the company on that customer. Work to attend sales calls and support the sales efforts with this customer.
- Study your competitors and find ways to win in the market place.
- Invest time on [Stuffthatworksbooks.com](http://Stuffthatworksbooks.com)

# Stuff That Works Building Careers

Chapter 14 Take Action: Action 1

Brainstorm how you can help the company generate revenue.

## **ACTION**

People always tell me that they cannot generate revenue because they are not a sales person. I do not believe that at all. In fact it is at times easier for non-sales people to generate revenue.

How?

There are lots of ways. As a non-sales person you are many times more credible as a product advocate. We are trained not to believe sales people.

Your passion for your company and its products and services will heavily influence purchasing intent by others.

Be an advocate for what your company does. Tell others. SELL Sell Sell!

## **EXAMPLES**

### Revenue Generation Brainstorm

1. Give samples to Neighbors and family. Ask them to buy products if they like them
2. Post positive comments on line about your company
3. Attend sales calls as an advocate
4. Help produce quality Products
5. Help provide above and beyond customer service
6. Ask for your companies products at retail
7. Reward retailers that sell your products
8. Refer others to your products
9. Understand the benefits and features of your products. Share this info in writing to others.
10. Be passionate about your products and company

## Stuff That Works Building Careers

Chapter 14 Take Action: Action 2

Adopt a customer. Become the expert within the company on that customer. Work to attend sales calls and support the sales efforts with this customer.

### **ACTION.**

Customer knowledge is a big enabler to generating revenue. As you know the customer you will be better able to meet their needs with your products.

Everyone needs to know at least one customer regardless of the role you play in the organization. Thinking customer allows an organization to build better products and to help grow their top line sales. It drives revenue growth.

### **EXAMPLES**

Hey Jean,

I am working on learning more about our customers. I would love your help in learning about one of your customers and eventually being able to attend a sales call with you.

My goal is to help you drive revenue. I would greatly appreciate your help.

Joe

Tara,

Thanks for accepting my invite.

I look forward to learning about your customer and their needs.

Please let me know if there is anything I can bring that would help generate revenue with your customer.

Joe

# Stuff That Works Building Careers

Chapter 14 Take Action: Action 3

Study your competitors and find ways to win in the market place.

## **ACTION.**

Understanding your competitors and how they go to market is another major enabler to revenue growth.

Once you understand your customers you need to understand your competitors. Conduct what is called a SWOT analysis. Discuss competitors with your sales people and executives.

Discussing competitors with your customers can also yield great learning. This is where you as a non-sales person can really help your sales people during a sales call. As a non-sales person you can ask customers questions they will not answer from a sales person. In addition they will give you better answers than they will give to the sales person.

## **EXAMPLES**



Competitive Questions:

1. What products do they offer?
2. How do their products compare to ours?
3. Price, Positioning, Benefits, Features?
4. What are they known for?
5. What are their Strengths?
6. What are their weaknesses?
7. What opportunities do they have?
8. What threats do they face?
9. How can we beat them?

# Stuff That Works Building Careers

Chapter 14 Take Action: Action 4

Invest time on [Stuffthatworksbooks.com](http://Stuffthatworksbooks.com) .

## **ACTION.**

This is an easy one.

I believe that each of us can help someone else.

There is so much to know and to experience. You just can not do it on your own. So the best way forward is to share and learn from each other.

Technology makes this so easy today. That is why I built the web site [Stuffthatworksbooks.com](http://Stuffthatworksbooks.com) .

It only reaches its potential if you join in and add the stuff that works that you have found. Please make a contribution today. Help others find the Stuff That Works.

Others have already shared their stuff that works so be sure to check the site often as there is probably something to improve every area of your life.

The community is waiting and growing. I hope you will join in and make a positive difference.

Thank you!

## **EXAMPLES**

### **CONTRIBUTE**

It is easy to share your Stuff That Works.

Simply click on “Contribute” from the main menu.

Then select “Submit an Idea”.

Easy!

### **Learn From Others**

It is easy to Learn Stuff That Works from others.

Simply click on “Contribute” from the main menu.

Then select “Search for Stuff That Works”.