

CENTRAL FOCUS – PROFIT VS. PURPOSE

Purpose-Driven Business Self Assessment

Profit Focused

Sales Narrative

I need to meet my quota. I'm here to close the deal.

Marketing Messaging

I need to get the attention of potential customers.

Leadership

We need to improve the bottom line.

Customer Service

I help customers solve problems

Operations

I enable our business to function.

Product Management

I stock products with the highest margin.

Purpose Focused

Sales Narrative

I am here to add value. Customer-impact is our end game.

Marketing Messaging

I want to show customers how their lives will be different for business with us.

Leadership

We need to deliver better results for our clients.

Customer Service

I help our customers be successful.

Operations

I improve our clients' businesses and lives.

Product Management

I stock products that are best at solving our clients' problems.



Schedule a call with
Colt Briner to learn more

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