

M.O.R.E. Workshop

Mapping to Organic Revenue Expansion



The background is a solid blue color with a gradient. Overlaid on this are several overlapping circles of varying shades of blue, creating a layered, abstract effect. The circles are positioned in the lower right and center of the frame.

YOUR FUTURE CLIENT REVENUE IS NOT TO
BE PREDICTED BUT **CREATED.**

DID YOU KNOW ... ACCORDING TO *MARKETING METRICS* IT IS ABOUT **50 PERCENT EASIER** TO SELL TO EXISTING CUSTOMERS THAN TO BRAND NEW PROSPECTS.

AND ...

... ACQUIRING A NEW CUSTOMER IS ANYWHERE
FROM FIVE TO 25 TIMES MORE EXPENSIVE THAN
RETAINING AN EXISTING ONE.

Resource: Bain & Co.

ORGANIC GROWTH LEADS TO ...

- GREATER RETENTION OF CLIENTS
- GREATER RETENTION OF YOUR PEOPLE
- GREATER **PROFITABILITY**

THE PEMBERTON COST OF INACTION CALCULATOR
WILL DEMONSTRATE THAT YOUR AGENCY CANNOT
ACHIEVE ITS FINANCIAL GOALS WITH NET NEW
BUSINESS ALONE ... WE MUST TEACH YOUR PEOPLE
TO EXPAND CURRENT CLIENT REVENUE

AN **ORGANIC**
GROWTH
STRATEGY



ESSENTIAL
FUNDAMENTAL
INTEGRAL

THIS WORKSHOP AIMS TO **UNLEARN & REFRAME**

- STOP TRYING TO MAKE WHAT WORKED WORK.
- GROWTH IS FOUND IN UNCOMFORTABLE PLACES.
- THERE IS A CODE OF ETHICS, BUT THERE IS NO RULE BOOK.

We Learn the “Why” and “How” of an Organic Growth Strategy ...

- Why it's Essential
- How to Identify Areas of Opportunity
- How to 'Solve, Don't Sell'
- How to Ethically Close
- How to Handle Clients in an Uncertain Economy

We Stress ...

- Assertiveness
- Mitigating Fear
- Presence
- Business Model Comprehension
- Clients Business Outcomes
- Strategic Prowess
- Plan Effectiveness
- Reinvention - Growth and Relevance

ACCOUNTABILITY

WE DISPENSE WITH THE **EXCUSES**

We follow five simple philosophies:

Start out like you can hold out.

Great work gets more work. Good work will get you fired.

Check the gas.

Implications identification.

Unexpressed expectations are planned resentments.

WE USE THE FOLLOWING TO SET THE
IMPERATIVE, PREP THE APPROACH AND
DELIVER THE **LANDING**.

THE IMPERATIVE

Session I

Why a M.O.R.E. Strategy

- Illustrating the Point
- The Power of AGI; Know the Numbers
- 9 Types of Revenue

Shifting the Mindset; The Excuses We Use (Exercise)

Ownable Vocabulary/Philosophies

- Pemberton Philosophies
- Five Cardinal Sins of Client Management

Principles of M.O.R.E.



THE PREP

Session II

Client Perception & Scores Discussion

Identifying the Barriers to Growth

- **Client Landscape**
 - **Client Comfort Scale**
 - **Client Types**
- **Competitive Landscape**
- **Self-SWOT**

10 Client Discovery Questions (Breakout)

Organizing Your Giving (Breakout)



THE LANDING

Session III

The Dreaded Call: Garbage In, Garbage Out Possibility Session

Defensible Scopes of Work

Product Deployment Map

- **What We Are Supposed to be Doing**
- **The Problems We Solve**
- **Business Benefit of Solving the Unsolved**
- **Forecasting/Goal setting**



A photograph of several small green seedlings growing in a dark brown soil tray. The seedlings are in various stages of growth, with some having two leaves and others just starting to emerge. The background is a soft, out-of-focus green. A large, semi-transparent grey circle is overlaid on the right side of the image, containing the main text.

LET'S GROW!

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