

STOP SELLING VANILLA ICE CREAM

Steve VanRemortel

Creating a strategy with
a tangible differentiation
your target markets
will pay for.



Today's Competitive Environment

Not-For-Profit/Government Organizations

- One of the most competitive environments ever:
 - Competing for new members, their limited time, funding and support
 - Costs continue to increase / budgets are tight/deficits
 - Crowded environment that requires more resources to accomplish the same level as the past
- Challenge: In successful not-for-profits, the attitude must be servant-like but the approach strictly business. You must “Stop Selling Vanilla Ice Cream”

STOP SELLING VANILLA ICE CREAM™



Today's Competitive Environment

For Profit Organizations

- One of the most competitive environments ever:
 - Products and services are becoming more commoditized every day
 - Margins are declining
 - Saturated environment that requires more resources to differentiate yourself than ever before
- Challenge: Create, sell and deliver a competence better than anyone else in the markets you compete. You must “Stop Selling Vanilla Ice Cream”

STOP SELLING VANILLA ICE CREAM™



Stop Selling Vanilla Ice Cream

It is about achieving your budget.

It is about increasing revenue and profitability.

It is about growth, not reduction and laying people off.

It is about creating loyalty in your members, residents and customers. Getting them involved.

Call to action: Challenge yourself to take some action when you go back to your office. Make this a turning point for your organization.



Vanilla Ice Cream Survey

**How many of use Vanilla Ice Cream?
Put it on something (pie) or put
something in or on it (chocolate)?**

**How many of you eat Vanilla Ice Cream
plain, in a bowl with a spoon? No
toppings, no apple pie, nothing!**

STOP SELLING VANILLA ICE CREAM™



Vanilla Ice Cream Survey

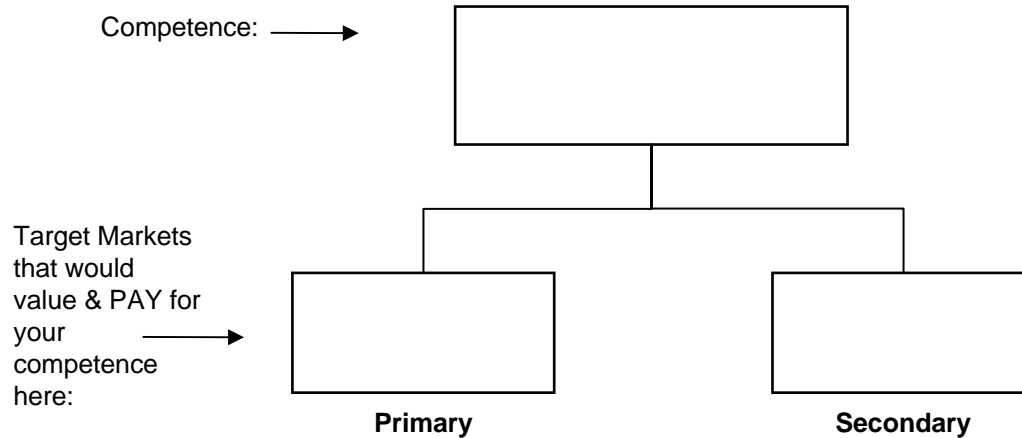
Over 90% of Vanilla Ice Cream has something put on or in it.

**These statistics prove that you MUST
“Stop Selling Vanilla Ice Cream”!**

STOP SELLING VANILLA ICE CREAM™



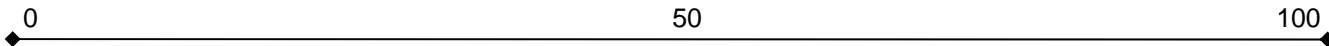
STOP SELLING VANILLA ICE CREAM™



Where do you believe your organization would be ranked based on its ability to differentiate itself in the markets you serve?

No differentiation

Clear differentiation



Action Plans: *List the action plans you/your organization can execute to develop/increase your differentiation to your current & potential customers..*

Next 30 days

• _____

Next 90 days

• _____

What is a Competence?



Definition = Singular strength or combination of strengths that your organization does better or will do better than anyone else in the markets that you compete. Your Mint Chip Ice Cream.

It is why your customers choose you over your competition. It is why they become members of your organization.

A strong competence leads to a clear differentiation for your organization.

Without a competence your product/service is a commodity (vanilla ice cream).

Many organizations do not have a competence or have not identified their competence and as a result do not differentiate themselves from the competition – selling vanilla ice cream.

Once you have identified your competence, you must make it tangible to current and potential customers – You must prove that it is the best.

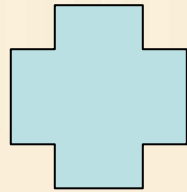
STOP SELLING VANILLA ICE CREAM™



Developing Your Future Competence

**Internal
Analysis**

i.e. strengths



**External
Analysis**

i.e. trends, member/
customer needs

=

**Future
Competence**

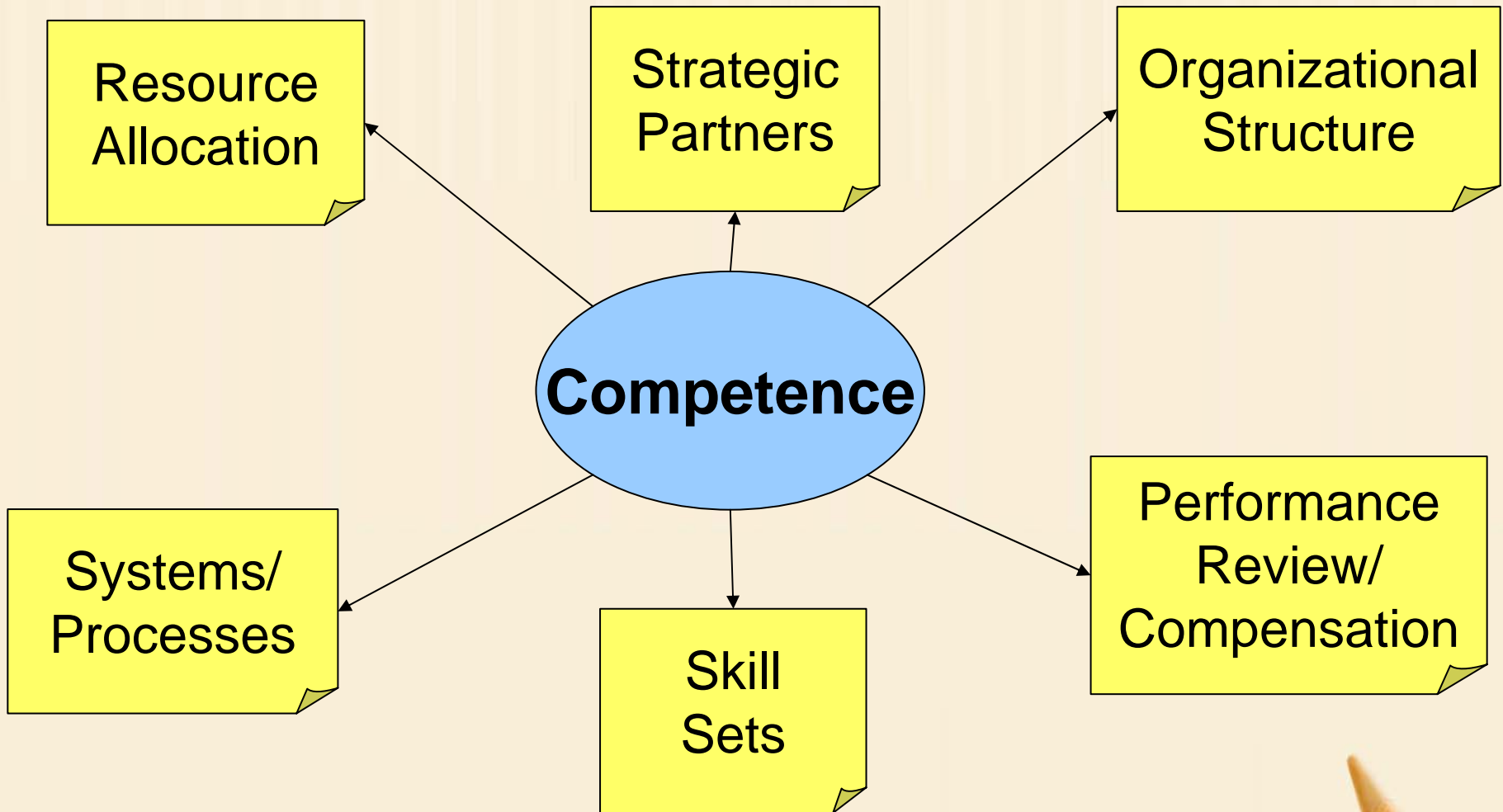


To identify your future competence review the internal and external analysis. What can we do better (strengths) than anyone else in the markets we compete that the external market is demanding?

STOP SELLING VANILLA ICE CREAM™



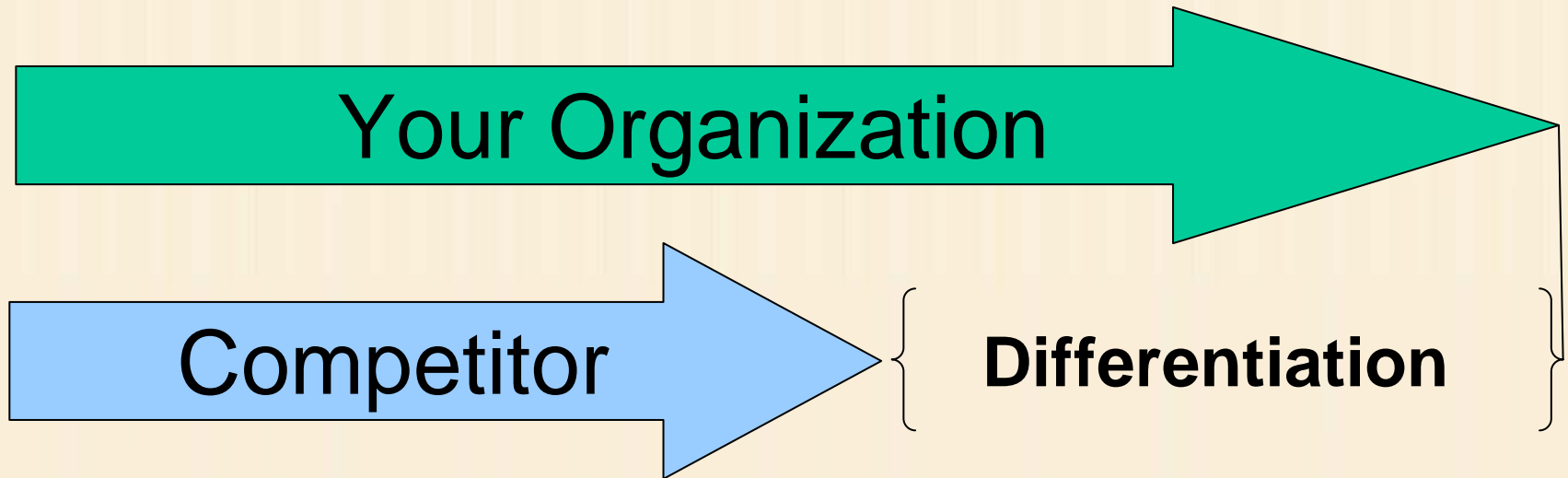
Strengthening Your Competence by Building Your Organization Around it



STOP SELLING VANILLA ICE CREAM™



A Focused Competence Creates a Clear Differentiation



Benefits of Developing & Delivering a Competence

- Creates a clear competitive advantage & differentiation your target markets value
- Customers/members must do business with you because they cannot get the same level of product or service from anyone else
- The larger the differentiation the higher your margin can be
- It is difficult for competition to duplicate because you get better at it every year
- The stronger your competence the less impact a down economy will have on your organization

STOP SELLING VANILLA ICE CREAM™



Identifying Your Target Market

Answer the following questions to begin identifying your target markets:

Who values your competence the most?

Who is willing to pay a little bit more for it or will give you more business because of it?

In most organizations there are customers who already recognize your competence and are paying a little more for it.

Based on experience, organizations that have more than two or three target markets limit their effectiveness with their primary target market – The ones who are willing to pay more for your competence.

The reason you prioritize your target markets is so your human and financial resources are allocated appropriately – Your focusing your resources on the most profitable opportunities.

STOP SELLING VANILLA ICE CREAM™



Competence Hierarchy

AROW Business Plan

An association that provides statewide proactive leadership on waste reduction and recycling through education, advocacy, collaboration, programs and services.

Target Markets

Local Governments

Primary

- 1. Responsible units
- 2. Non-responsible unit counties

Private Businesses In Industry

Secondary

- 1. MRF operators
- 2. Haulers
- 3. Brokers and buyers
- 4. End markets

Universities & Colleges

Third



Competence Hierarchy Chemical Supplier

Service Driven

A chemical and equipment supplier that creates measurable process improvements and cost reductions by solving waste water treatment challenges.

Target Markets

Primary
Meat manufacturers
& processors

Secondary
Farms

STOP SELLING VANILLA ICE CREAM™



Competence Hierarchy Professional Service Firm

Service Driven
Advise organizations on
developing a differentiated
strategy and building a skill set
aligned team to execute the plan

Target Markets

User Driven

Manufacturers

User Driven

Service Companies

User Driven
Not-For-Profit
Organizations

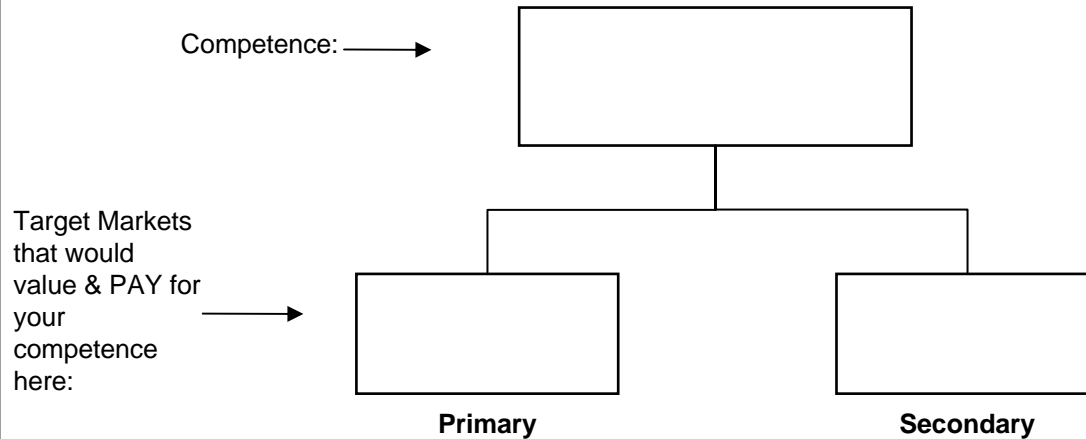
Tangible Measurement = **95.24% of companies that plan with SM Advisors experience an increase in profitability**

Positioning Statement = **Those Who Plan – PROFIT! ®**

STOP SELLING VANILLA ICE CREAM™



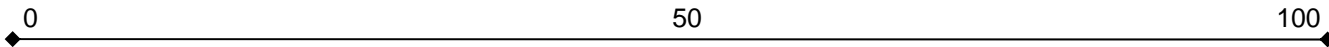
STOP SELLING VANILLA ICE CREAM™



Where do you believe your organization would be ranked based on its ability to differentiate itself in the markets you serve?

No differentiation

Clear differentiation



Action Plans: *List the action plans you/your organization can execute to develop/increase your differentiation to your current & potential customers..*

Next 30 days

• _____

Next 90 days

• _____

Fundamentals of Creating a Differentiation

Define your competence and effectively communicate it to all employees in your organization.

Measure the tangible value of your competence.

Communicate/illustrate the tangible value of your competence to current and potential customers.

Develop and execute an annual business plan that includes action plans to work “on” the business versus “in” the business.

Remained focused on strengthening, selling and delivering your competence everyday.

STOP SELLING VANILLA ICE CREAM™



***Stop Selling Vanilla Ice Cream*™**

Additional Resources Available:

www.stopsellingvanillaicecream.com

or

www.smadvisors.com

STOP SELLING VANILLA ICE CREAM™

