

2BOBS

WITH DAVID C. BAKER & BLAIR ENNS

THE 4 PERFORMANCE BANDS:

5% **EXCEPTIONAL:**
\$220,000+
PER EACH FULL-TIME EMPLOYEE

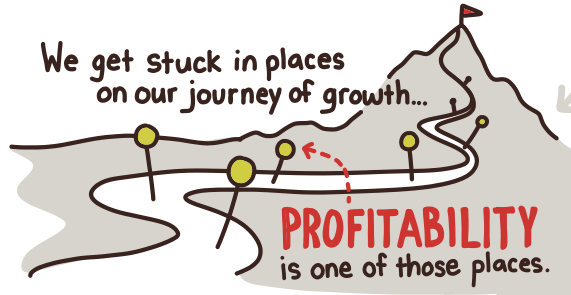
15% **SOLID:**
\$180,000-\$220,000
PER EACH FULL-TIME EMPLOYEE

70% **TYPICAL/CLASSIC:**
\$150,000-\$180,000
PER EACH FULL-TIME EMPLOYEE

10% **DEVELOPING:**
\$100,000-\$150,000
PER EACH FULL-TIME EMPLOYEE

**BELOW?
ALL IS NOT
LOST!**

CRITICAL FACTORS: WHY YOU MAY BE STUCK



PERFORMANCE
is better for comparison.

1 Innate Confidence

THIS ONE THING IS PROBABLY 30-50% OF YOUR PROBLEMS! Just **ONE** Principal needs it.

MARKETPLACE ACCEPTANCE:
● money in the bank
● opportunity pipeline
● full client roster

COMPETENCE has very little to do with how much money you make!



CONFIDENCE comes from **HAVING OPTIONS + DEEPLY HELD BELIEFS**

2 Prior Experience

CAN GO **« EITHER WAY »**

3 Good at Sales

No need to **PUSH the ENVELOPE** if you can always find a new client.

OUTSOURCING SALES KEEPS YOU STUCK!

5 1+ Pre-Qualified Referral Sources



4 Value-Based Pricing

LET GO! TIME + MATERIALS TIME TRACKING

9 Investing in a Sale

SUNK COST in NEW BUSINESS DEVELOPMENT

8 Tight Positioning

NO ARGUMENTS AGAINST THIS!

7 Effective Marketing Plan

Should make you more **CONFIDENT!**



6 Less Implementation + More Strategy

STRATEGY vs **IMPLEMENTATION**

11 Controlling Execution

GET OUT OF YOUR OWN WAY!

START WITH YOUR OWN CONFIDENCE

POSITION WELL

PRICING

10 You Care More than the Client



OVER-DELIVERY EATS PROFITS!

MATCH OR SLIGHTLY EXCEED CLIENT CARE LEVEL

THINGS THAT DON'T MATTER:

- FIRM SIZE
- FIRM AGE
- # of PARTNERS
- LOCATION
- SPECIFIC POSITIONING