

## BE THE GO-TO

How to Own Your Competitive Market, Charge More, And HAVE CUSTOMERS LOVE YOU FOR IT

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## Apollo Method for Market Dominance



ARTICULATE A VISION

Declare unique approach to solving the market problem you want to own

- Identify a common, critical problem no one else is addressing
- Develop a point of view
- Define a unique approach

Rally influencers around approach and build market momentum

- Evangelize the message
  - Build momentum

**GUIDE CUSTOMERS** ALONG THE JOURNEY

> Implement your approach with the right customers and deliver results

- Deliver on promises
- Help customers navigate the journey
- Provide "whole product"
  - Build "community of believers"

AND PICK UP SPEED

Adjust to market changes and strengthen your position

- Build loyalty
- Constantly monitor the market
  - Stay ahead

