



BE THE GO-TO

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

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GUIDE CUSTOMERS ALONG THE JOURNEY

Planning Worksheet

CUSTOMERS AND SALES

What minimal sales enablement materials or SWAT team members will you need?

Who will your rainmaker(s) be?

What is the profile of your early target buyers? (characteristics, locations, buyer personas, buyer values, structure & culture, etc.)

Of the above, what are the top three types of ideal customer, situation, deal? (Define as buyer personas, if useful)

1.

2.

3.

What three sales and marketing tactics will be most effective in getting them into the funnel?

1.

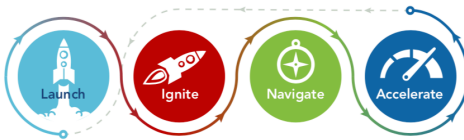
2.

3.

What customer service approach will you need for your targets?

What sales and distribution channels do you have or must you build? (e.g., account teams, third-party relationships, etc.)

Apollo Method for Market Dominance



LINA

NAVIGATE PLANNING WORKSHEET *(cont'd)*

SOLUTION

What must happen to build out the offering?

What pieces are you prepared to offer right away?

What is the process for delivering the solution to customers?

What key partners will you need? _____

What will make the delivery process most efficient?

COMMUNITY

Through what vehicle will you establish an industry "community of believers"? _____

OPERATIONS

How will you track and measure success?

What additional infrastructure/processes do you need?

What people do you need? How will you recruit, enculturate, and train them?
