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*Bishop Information Group Inc.*

# **the BIG Idea** [PARABLE]

How to develop **BIG Ideas** to grow your business



## THE BIG IDEA PARABLE

### How To Develop **BIG Ideas** To Grow Your Business A Tale Of Two Business Owners

#### JOE: Not Achieving His Full Potential

**M**eet Joe. He is frustrated. He is having a hard time taking his business to the next level. He has been working in his business for 18 years. He has experienced a lot of success over that time, but in recent years things have leveled off. Sales revenues are not growing, yet costs have gone up. He has lost a few good customers, and he is finding it harder than ever to meet new prospects.

He has tried everything. He developed some new products and services. He created a beautiful brochure and a really nice-looking web site. By making cold calls, and by following up leads, Joe gets the opportunity to make a lot of sales presentations, and put together a lot of proposals, but he still is not getting enough new customers or making enough money.

Joe is also frustrated because it seems like a lot of other people are selling the same products and services. Even though Joe is convinced that his business is unique, his customers can't see the difference. Faced with this competition, Joe feels he has to keep his prices down, and as a result, he doesn't make a very good profit.

Joe is feeling a lot of negative emotions these days. He doesn't think he is achieving his full potential. He worries that his products and services may become obsolete. He is constantly looking over his shoulder for new competitors. And to top it off, Joe is really bored. He's bored because he's been doing basically the same thing for 18 years, and he doesn't want to do the same thing for the next 18 years. He wants to work less, make more money, and start enjoying himself.



In spite of these worries and concerns, Joe is still hopeful. He knows he has a lot of unique value to offer. He's got some new ideas that he thinks could take his business to the next level. But he doesn't know if they will work, or how to get them started, so he just keeps plugging away at his current business.

## Why Joe Is Frustrated

Based on our experience working with hundreds of business owners and entrepreneurs, we believe **Joe is frustrated because:**

1. He is clinging to an old business idea that has run out of gas. He needs a new *BIG Idea* to take his business to the next level.
2. He is using *The Product-First Formula*, a 200-year-old business model that doesn't work anymore. He needs to adopt a new business model called *The Relationship-First Formula*.
3. He is using outmoded product-first sales techniques. He needs to use new relationship-first marketing methods.

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## SALLY: Achieving Her Full Potential

Meet Sally. She is really excited about her business. Sally jumps out of bed every morning ready to take on the world. She has packaged something called *The Success Vision Program*. She helps top female executives clarify their vision and then develop and implement a blueprint to achieve those goals.

Sally loves what she is doing. She is working less and making more money. She has also become highly visible in her marketplace because she recently published a book called *The Success Vision Model*. Sally has also been writing articles, giving speeches, and facilitating group workshops.

From these marketing activities, Sally generates a lot of interest from prospects. Every week, a number of prospects call her office because they are interested in her program. After an initial conversation, Sally signs them up for her free *Starter Session*, and then sends them a *Starter Kit* for them to complete. During the session, Sally uses a series of exercises to help them assess their current situation and clarify their goals.

At the conclusion of the *Starter Session*, Sally offers her prospects three program sizes: Basic, Regular, and Advanced. Most of her prospects choose regular, but every once in a while, someone goes for the premium-priced advanced program. The prospect then becomes a *Member* and pays for the program in advance with a credit card.

The first stage of Sally’s program is a three-hour *Planning Session*. Acting as a coach, Sally helps her members develop a strategic plan to achieve their goals. She reviews all of the products and services from her *Toolbox*, and helps them select the resources most appropriate for their needs. Sally then helps them implement their *Blueprint*, and meets with them quarterly for *Review Sessions* to celebrate their progress, and recommit to their plan.

### **Sally says she is really happy because:**

- She is doing what she loves.
- She feels like she is really helping people.
- She is attracting a lot of really great prospects.
- She is able to charge a lot more for her efforts.
- She is selling a lot more of her products and services.
- She doesn’t have any accounts receivable.
- She has developed strong long-term business relationships she can count on.



## Why Sally Is Happy

We believe Sally is happy for three reasons:

1. She developed and packaged a *BIG Idea*, that is new, different, and better than everything else being offered in her marketplace.
2. She is using *The Relationship-First Formula*, a new business model that works better in the 21st Century.
3. She is using relationship-first marketing methods to get more high-quality prospects to call her and sign up for her program.

Let's look at each of these areas of interest in more detail.

## Old Idea vs. BIG Idea

**Old Idea:** Joe is still using the old idea that he started with 18 years ago. He has not changed his story much in that time. As a result, he's bored of the idea and so are his customers and prospects. As well, in the last 18 years, more and more competitors have started offering the same things as Joe. Because Joe doesn't stand out as unique, his prospects can't tell the difference, so they go for the company offering the lowest price.

“Sally is really happy because she is using *The Relationship-First Formula*, a new business model that works much better in the 21st Century.”

Joe is frustrated because his old idea has run out of gas. He is spending a lot of time and money flogging a dead horse. Without a new *BIG Idea*, Joe can not get the attention of his prospects, get enough of them to work with him, or charge enough money. As a result, Joe feels stuck and unfulfilled.

**BIG Idea:** Sally is happier than Joe because she has a *BIG Idea* that she wants to tell everybody about. Her program is new and different. It also works better because it solves a lot of her customer’s problems that are not being addressed by her product-first competitors. And because it is well packaged, her program gets her prospects’ attention, and instantly communicates why they should work with her.

Sally is also excited because her new program is very profitable, and has the potential to become really big. She has plans to sell licenses and train other coaches to deliver her process. She can envision thousands of female executives going through her program.

Sally also loves what she is doing because her *BIG Idea* embodies all of her values, experience, and expertise. After 10 years in business, she feels like she has finally “pulled everything together.”

## Product-First vs. Relationship-First

**Product-First:** Joe is frustrated because he is caught in *The Product-First Trap*.

He has been building his business around his products and services, a 200-year-old business model that doesn’t work anymore. It doesn’t work for a number of reasons:

- The demand for specific products and services keeps changing, so Joe has to keep changing his sales pitch and marketing materials.
- People have access to Joe’s products and services from many similar competitors.
- People are not very interested in someone pushing them products because they already have enough of them.
- Because Joe will sell to anybody, he has a lot of different types of customers. This has greatly increased the complexity of his operation.
- Joe’s product-first mindset has stifled his creativity. He can’t see beyond the narrow parameters of his industry or product/service category.
- Joe misses out on opportunities to make more money because he has fallen in love with his product. As a result, he has stopped listening to, and observing, the unmet needs of his customers and prospects.

**Relationship-First:** Sally is really happy because she is using *The Relationship-First Formula*, a new business model that works much better in the 21st Century. Sally is building her business around relationships not products. She is very focused because she only works with top female executives. The mission of her business is to help

“Sally is happy because she is using relationship-first marketing strategies that work much better in today’s marketplace.”

them achieve their goals. She enters each relationship with an open mind and no agenda. She starts by helping them clarify their goals and develop a plan to achieve them. Sally then sells them unique combinations of products and services that she provides directly or through strategic partners.

**The key point is:** Sally is not selling or pushing any particular product and service. Instead she is promoting a high-quality relationship, packaged as *The Success Vision Program*. In other words, she is selling a relationship, not a product.

**This approach works better in today’s marketplace for a number of reasons:**

- Focusing on a specific type of customer gives your business a stable foundation that will not be affected by changes in the marketplace.
- Today’s prospects are looking for someone who truly understands their personal vision, and will help them integrate all of their issues within one overall plan.
- By acting as a strategic “architect”, Sally positions herself as superior to the many “builders” out there who are simply pushing products.
- By spending more time with high-quality customers, Sally is able to sell them more of her “commodity” products and services.

## Product-First Sales vs. Relationship-First Marketing

**Product-First Sales:** Joe is frustrated because he is using product-first sales techniques that don’t work anymore. Joe spends most of his time making cold calls, and tracking down leads and referrals. By knocking on a lot of doors, he gets to make a lot of sales presentations. Then he spends hours working on proposals. And if he is lucky, he gets a few new customers, as long as he doesn’t charge too much.

This approach is obsolete because his prospects have retreated to a *Sales-Pitch Bunker*. They have gone into this bunker because so many people these days are trying to sell them something. So when Joe knocks on their door, most of the time they don’t answer. If they do answer, then Joe delivers a sales pitch that they don’t really want to hear. And if they do decide to work with him, they demand the lowest possible price, otherwise they will go to one of his competitors.

**Relationship-First Marketing:** Sally is happy because she is using relationship-first marketing strategies that work much better in today’s marketplace. They work better because:

- She gets the attention of her prospects because she has packaged a new *BIG Idea* that they haven't heard before.
- She educates her prospects through books, speeches, articles, and group workshops.
- She gets them to come out of their bunker because she offers a free and valuable *Starter Session*.
- She coaches prospects through a series of exercises that help them realize they have a problem and need help. Realizing they need help motivates them to join her program.
- She sells more products and services because she spends a lot of time to help her members develop an overall blueprint for success.
- She maintains long-term relationships with her members by meeting with them quarterly to review their progress.

## Who Are You?

Are you frustrated like Joe? Would you like to be happy like Sally?

If so, you'll love **The BIG Idea Adventure**.

The program will help you:

- Clarify and expand your *BIG Idea*;
- Completely package and implement your *BIG Idea*; and
- Make more money right away using your *BIG Idea*.

*The BIG Idea Adventure* was designed for successful entrepreneurs and business owners who want to:

- Stand out as totally unique in their marketplace;

- Develop a proven marketing system to attract great prospects;
- Charge higher prices and dramatically increase their profit margins;
- Get paid by credit card 100% up front; and
- Take their business to the next level.

### **More than 1,000 entrepreneurs and business owners have taken The BIG Idea Adventure.**

As a member of our practical, how-to program you work on:

- 1. BIG Ideas:** Develop unique, different, and better *BIG Ideas* to stand out in your marketplace.
- 2. Packaging:** Package your *BIG Idea* so prospects instantly understand why they should work with you.
- 3. Marketing And Sales Strategies:** Use innovative coaching-based marketing and sales strategies to attract and close more high-quality prospects.
- 4. Communications:** Get your story heard and remembered in your marketplace.
- 5. Marketing Tools:** We help you write, design, and produce integrated marketing tools that work.
- 6. Marketing Systems:** We help you create scalable marketing systems to accelerate your company's success.

*To get started, book your  
BIG Idea Outfitter today.  
Call 416.364.8770.*



## Your Choices

**Private Program:** As a member of our *Private Program*, you receive one-to-one coaching on your packaging, marketing, and communications.

**Group Program:** In our *BIG Idea Forums* like-minded business owners and entrepreneurs come together in workshops to enhance their packaging, marketing, and communications.

**BIG Idea Learning Resources:** We offer *BIG Idea Learning Resources* including speeches, presentations, workshops, books, CDs, and educational modules.

## Get Started

If you want to create a *BIG Idea* to grow your business, sign up now for **The BIG Idea Outfitter**. During this 90-minute private session, we help you clarify your *BIG Idea*, and start making it a reality. **Call 416.364.8770**





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