

MAFIA OFFER

If I am one of your best prospects, what would you say to convince me to do business with you?

- 1) We provide great customer service
- 2) Our quality is outstanding
- 3) We innovate and/or help our customers to innovate
- 4) We have great employees
- 5) We deliver results
- 6) We have a very knowledgeable staff
- 7) We are responsive to our customers' needs
- 8) We have a great reputation
- 9) Our customers trust us

Don't your competitors say the exact same thing? All good companies have these qualities or they wouldn't be in business for long.

A mafia offer is NOT a list of strengths, a cliché, subjective, or offered by the competition but a strategic difference you may need to create. In addition, it is sold differently. When you have a mafia offer, you are making a business proposal.

Qualifying Questions:

- What are (or could be) your internal capabilities compared to your competition?
- How does your industry, you and your competitors, sell what you sell?
- Understanding how your clients are impacted by your current capabilities and how you sell, what is the offer that they cannot refuse and your competitors cannot offer?

Is your mafia offer lead-time based?

Is your mafia delivery guarantee based?

What if you could increase your capacity by 25%-50%? Can you sell the excess capacity?

What if your customer told you how many they used each day and you managed their stock levels (guaranteeing no stock outs)?

What if you could beat your competitors' lead times, be the fastest delivery service in your industry, a rapid response company? Will that offer help you win more business?

Create an offer that addresses a big concern your customers are facing and an offer rarely matched by your competitors.

AN OFFER YOU CAN'T REFUSE



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“Allen is an amazing professional, who brings all of the skills and expertise in project management. It was indeed a wonderful thing to work with him on our Oracle Fusion project, under my supervision. His capability to lead the business side of our implementation dealing with international colleagues and India technical teams with focus and soberness was quite impressive. Many professionals who work in the same capacity may take years to learn from experience how to handle these responsibilities, which seemed natural to him. Besides that, Allen with his unwavering confidence and quiet tenacity made me assured of the best solutions to problems at our workplace even when there were few options to employ. I highly recommend him to the next engagement for efficient management leadership skills.”

Zackary Jarrell, CPA

VP of Global Finance

ShopperTrak RCT Corporation
Division of Johnson Controls Inc.