

THE
WINNINGER
Strategies

Gear Up For
Growth!

S e m i n a r s



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Thomas J. Winninger

is referred to as

“America’s Business Growth Expert!”

Gear Up for Growth!

Winninger demonstrates how to Find Clarity, Create Value and Build Cultures of Growth.

Winninger shares his...
7 Absolutes of Growth,
5 Trends (Shifts) you can’t ignore,
plus 3 Steps to take immediately

Business Growth Opportunities...

Increase Market Share - Customers!

Increase Business per Customer!

Product and Service Extensions!

Vertical Packaging of Products!

Strategic Alliances!

Profit Growth Through Cost Alignment

IMPERATIVE: Growth is not something that happens to you it is something that happens as a result of you!

The key goal of most organizations is “growth”. While most companies carefully design their strategy for achieving growth, few will figure out how to deliver it, or are even up to the task.

WINNINGER’S 7 ABSOLUTES & 5 TRENDS!

72% of businesses will change the way they do business!

1. It is not what you Sell!

Customers will shift from a price driven to a value driven motive as they begin understanding the VALUE GAP. Quick comfort foods are an example.

2. It will be choice not variety!

90% of all new products fail. Customers will want choice not variety.

3. Brand is in the Name of the Game!

Customers will use brand to differentiate the quality.

4. Process not just product!

Response with be the determining value when selecting a supplier. This does not mean faster.

5. Focus on the Real Customer!

It will no longer be the sight of the market but rather the depth of the need.

6. Educate then Sell!

56% of your market need to be educated before they buy!

7. A Culture of Growth!

Your organization must be capable of handling the growth!

1. Power: “Customer is Queen.”

The customer not the supplier will dictate the market trends. Information accessibility is driving global market trends.

2. Personalization: “The Lifestyle Wave.”

How to adapt your strategy to a changing lifestyle code.

3. Convenience: “At their Fingertips.”

How easy can you make it? Market demand for simplicity of acquisition and delivery. Everything at your fingertips.

4. Technology: “The Techno Wave.”

Technology is one of the strongest underlying trend forces today. How can it create efficiencies and micro strategies that eliminate waste and time

5. Polarization: “The Polarization Wave.”

This trend force is the all-or-nothing marketing approach. Total service versus no service. We do it all or you do it all? How should you position your organization in the matrix?

Identify the threats and opportunities to Growth!

Winninger believes that doing more often gets you less and that clarity is the key in making smart decisions.

Winninger has spent 20 years helping organizations identify and capture growth opportunities. He has helped companies sell everything from chocolate to computers, bicycles to dental supplies, package meals to amusement rides, education to home entertainment.

Winninger has been published in more than 200 trade journals on how to Gear Up for Growth by reinventing the way you do business, find clarity, create value in what you provide and build a culture for sustained growth.

Growth Opportunites are Moving Targets!
Organizational Culture Shapes your Futures!

“The greatest market growth comes by attaching your decisions to the changing needs of the primary customer!”

– Thomas J. Winninger
“AMERICA’S BUSINESS GRWOTH
SPECIALIST”

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