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Frogkick Splash! > New Ways to Sharpen Your Competitive Edge

What's missing here? You've taken major steps to enhance competitive distinctions in the products, services, and personalized attention you offer. Yet these key differentiators don't seem to hit home with the customers you've targeted.

Is it simply an awareness issue? Or are there steps missing?

Often it's a combination of both. In this issue of Frogkick's Splash! we offer a number of ways to set your business apart from your competitors in both perception and reality.

Refine Your Own View of Differentiation

Today's competitive landscape requires major change from within and there are several important ways you can achieve this end. Frogkick has just released a new Green Paper [Training as a Strategic Differentiator](#) that provides a clear road-map to move from concept to reality, helping you to:

- Refine your view of differentiation
- Reflect differentiation through your sales force
- Reinforce for continuous improvement

Capture and Articulate Your "Full Breadth of Value"

Now imagine that you've gone from steps-to-leaps in refining and aligning internal teams. Suddenly you face a make-or-break RFP that requires quick response. How will you take full advantage of your "new differentiation" to edge out competitors and connect with what the customer really seeks?

This is where team sessions employing advanced training methodologies can help cut a straight path to address urgent, high-gain opportunities. They enable you to bring your team together and work quickly yet methodically to ensure that your full value proposition is articulated through every customer touch point in the sales process.

An important benefit: Adopt such an approach once and you can leverage its methods for extending team capabilities in future sales campaigns – thereby sharpening your competitive edge on a continuing basis. Check out an example of how this can work by viewing Frogkick's [Value Scorecard](#) (a new release in our on-going series of "Solutions at a Glance").

Please feel free to forward any of our emails to an associate who might find this information to be useful. Naturally, we're hoping that you (or someone in your organization) may want to talk further about how we can support your business goals!

If you prefer not to receive these messages, just click the link at the bottom of this email to "leave this list" and your address will be removed. We apologize in advance for any inconvenience this may have caused.

Thanks for your continued interest!



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