



MODEL IMPROVEMENTS WORKBOOK
“GET INTO THE INSURANCE BUSINESS”

What risks do your customers NOT want to take?

Under your current business model, who takes these risks?

Is it possible for you to take any/all of these risks for ANY price?

Which of these risks do you have superior knowledge of the level of risk?

Who is in the best position to assess these risks?

Which of these risks does the customer have control over the level of risk (i.e. not changing the oil in a car vis a vie risk of engine failure)?

How much will the customer pay you to assume these risks? Don't forget there are multiple ways to charge: all upfront, membership, periodic payments, bundled pricing. One of these methods will most likely yield the highest price.



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MODEL IMPROVEMENTS WORKBOOK “GASOLINE, CIGARETTES, AND SODA”

Gasoline

What item or portion of your offering is the most important to the customer? That is, what do they have their eyes on?

On a scale of 1-10, how price sensitive are your customers to these key items?

Decision time: Do you have the luxury of selling your gasoline for more than everyone else or do you need to be highly competitive on price?

If you have to sell your gasoline at break even, can you sell enough cigarettes and soda to be profitable?

Cigarettes & Soda

What part of your offering is the client NOT price sensitive or paying attention at all? Is there an opportunity to raise prices?

Are you charging for customer value created or your cost? An ink cartridge only costs \$.30 to produce.

What high margin items do your competitors offer?

What high margin items to businesses in similar industries offer? Can any of these be tweaked to fit your business?

How can you use different pricing strategies to disguise or hide your cigarettes and soda such as bundled price, de minimus pricing, convoluted/in-transparent pricing, or membership pricing?

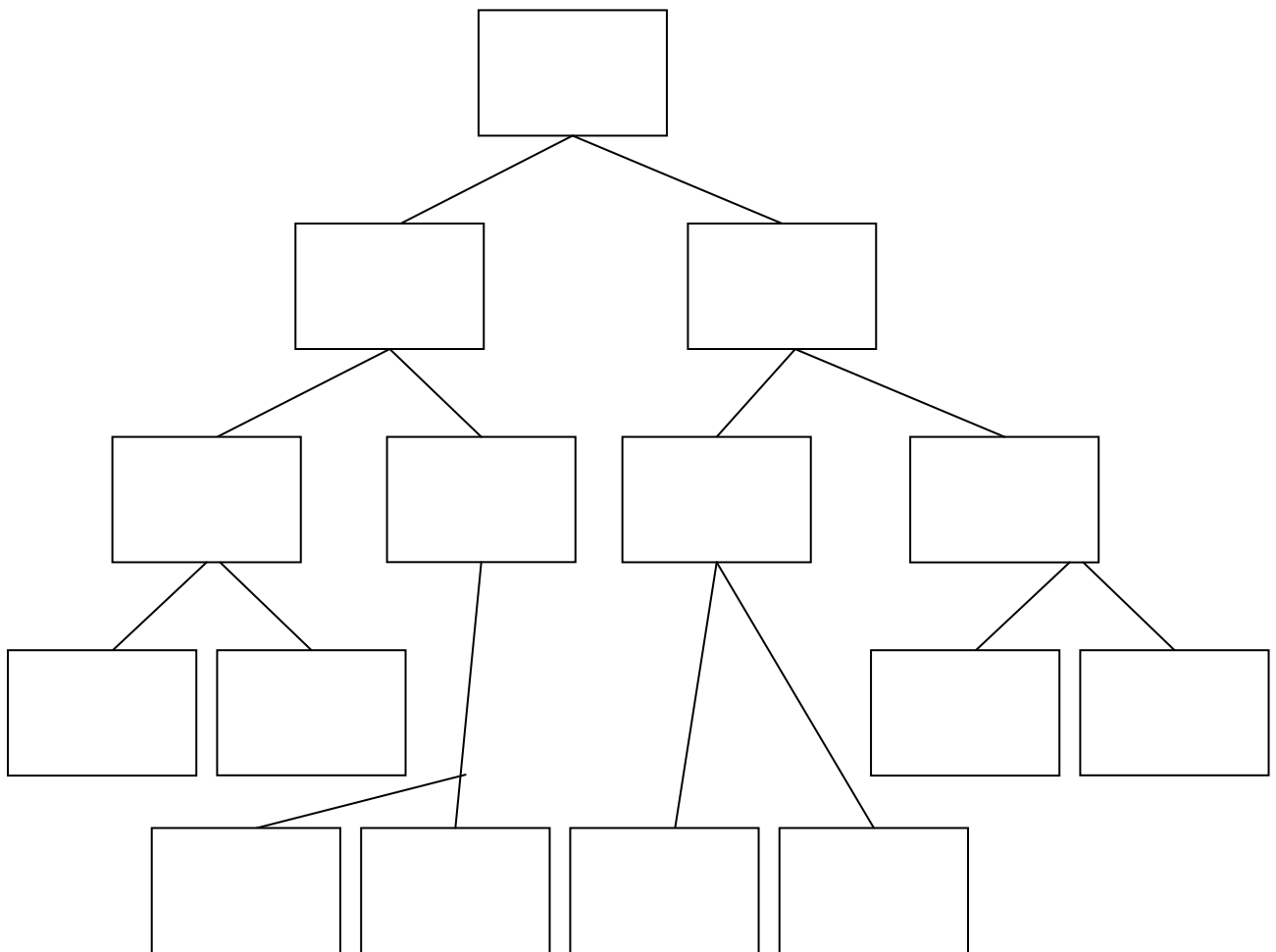


BUSINESS MODEL
I N S T I T U T E

MODEL IMPROVEMENTS WORKBOOK
“MAKE ONCE, SELL MANY”

List all of your intellectual property, trade secrets, secret vendors, tricks, proprietary processes and other intellectual assets. Place a value on what you would/could sell that IP for?

Do you have a definable and repeatable sales process? If not, flowchart the buyer’s logical thought process. Then, in each flowchart box, write down the tools, techniques, and sales systems you use to help the buyer move through this logical process. You will most likely find “holes” in your process, these are your opportunities.





MODEL IMPROVEMENTS WORKBOOK

**“DON’T JUST SELL YOUR CUSTOMERS, HELP THEM
MAKE INCREASE THEIR MARKET SHARE”**

What are the sales and marketing challenges of our customers? Is there anything we can do to mitigate these issues? Can we charge for it?

What do you customers REALLY want? Hint: 1) it probably isn't your current product and 2) they probably aren't asking for it.

Figure out what your customers REALLY want and help them get it by purchasing from you. How can you do this?

Assuming we can get prospects to know, like and trust us, how can we benefit our customers more as a partner than a vendor?

What can we do so that our customers “can’t live without” our product/service?

Do any opportunities exist with:

- Consignments

- Co-location

- Shared trucking/deliver

- Joint sales calls

- Design partnering

- RFP partnering

- Marketing/branding partnering (e.g. Pillsbury rolls with Cinnabon flavoring)



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I N S T I T U T E



MODEL IMPROVEMENTS WORKBOOK
**“ENGAGE IN ACTIVITIES WHICH YOUR COMPETITOR’S
ARE UNWILLING”**

Will your customers pay for an exceptional service guarantee? If so, how much? Is this a revenue and differentiation opportunity? How could we use cheap, fast, failure with upside to try it?

Are there tough customers that no one wants to sell? Is there a way to properly sell them if we set the terms of business?

Are there small customers that can be profitable if we define terms?

Are there unglamorous businesses or segments that might be profitable?

Are there products or geographic markets that our competitors deem too remote/small?

Make three guesses as to small but potential growth niches? How can you cheaply experiment with these opportunities?



MODEL IMPROVEMENTS WORKBOOK
“SELL PICKS TO THE MINERS”

Are there Miners in your business? Whom?

What are the picks?

How can we get the customer to recognize that “there’s GOLD in them there hills?”

Does the customer understand that they need your item or service as a pick?



MODEL IMPROVEMENTS WORKBOOK
“SHIFT THE BELL CURVE”

Are you currently trying to attack the fat part of the bell curve?

What are the unserved or underserved or unknown markets (i.e. the thin part of the bell curve)?

What features/options/customers are you willing to sacrifice in order to better attack the edges of the bell curve?

How can you tailor the product or offering to be a dead-center bull's eye for those who want your killer feature?

Once we OWN our slice of the curve, how can we keep competitors out?

What word/phrase you want to own in the mind of the customer?

How can we attack the competitor with the customers up the bell curve?

How can we better listen to the market?

Is there anything we are currently doing that is effectively ignoring what the market wants?