



## A Fast Overview

**CircleNomics™** (*noun*) - The set of disciplines and natural laws which govern one's capacity to draw quality relationships and profitable business into their "circle."

### 1. Faster Really Is Better

Top Performers in every arena consistently **Produce Better Results In Less Time** – exercise just a handful of key disciplines that give them that slight extra edge.

**2. CircleNomics™ is an accelerator** – a world view and thinking discipline enabling you to systematically increase the ratio of results to time invested.

### 3. Interruption Marketing

Is a dying model, continues to produce diminishing returns (especially in the professional services arena), and it's SLOW.

### 4. The Best Way To Market Your Service Is To Service Your Market

Do this consistently . . .

- Before they become a client . . . and your sales cycle will shrink dramatically
- While they're a client . . . and your revenue will skyrocket
- After they're a client . . . and you'll expand your business exponentially
- Even if they're never going to be a client . . . and you'll have more referrals than you can handle
- For your vendors . . . and you'll have "reach" that no budget, no process, no expertise could ever produce
- For your competitors . . . and you won't have any

### 5. Forget The Funnel

- It just doesn't jive with the buying process anymore (probably never did) -- requires linear movement in a non-linear environment
- It violates natural law – requires un-natural force in a world governed by natural law
- It Leaks (a lot) – requires binary response (Yes or No?, In or Out?) in a market full of choices
- It's not how Top Performers go to market, and not what they do when they get there
- There's a better way

### 6. Focus On The Pre-purchase And Post-Purchase Experience

- Make the experience of engaging with you and your organization what the gurus call "signature" . . . something your competitors are unable or unwilling to replicate, something your market can't get somewhere else and they become less and less willing to do without.
- Don't wait till they buy, Don't stop after they buy.

### 7. Teach Me How To Buy From You

Aligning your sales process with the prospect's buying process is a credible idea – but far more applicable to hard goods, non-discretionary services, and commodity items – products and services for which most organizations have an established buying process. The more unique your service is (like specialized expertise, for example), the less likely your prospects have an established buying process that will properly facilitate your interests or theirs . . . and the more energy you need to invest in **teaching them how to buy from you**.

### 8. Solve My Problem

Help me get exactly what I need and want – whether you and your company provide it or not.