



How To Win Bigger Contracts for Engineered Products

An E-book For Small To Mid-Sized
Engineered Products Companies Who
Want To Land Bigger Contracts.



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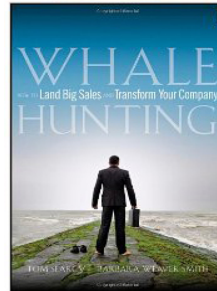


About Whale Hunting

I first became interested in whale hunting after attending a webinar hosted by Tom Searcy, the CEO of Hunt Big Sales . I found his presentation so intriguing I then bought and read his book, Whale Hunting, (published by John Wiley & Sons). I highly recommend reading his book. It is a quick, easy read with a powerful message.

His premise is simple...you can fish and hunt everyday to eat or you can you can catch a whale and feed your whole village for a year. Too many engineered products companies live day-to-day and endure difficult feast or famine revenue cycles. It doesn't have to be that way.

Learning how to go after bigger accounts can generate the kind of revenue that will enable you to break through the feast or famine cycles that have plagued engineered products companies for decades. But make no mistake, its hard work and will likely require a major change in your company's culture. The purpose of this E-Book is to outline how the whale hunting process can be adapted to fit the precision engineered products industry.



Let me acknowledge right up front, however, that whale hunting is not for everyone. But for those engineered products companies that are willing and able to make the transition to landing contracts that are 10-20X larger than what you are used to landing, it can transform your business.

Tom Searcy begins both his book and his webinars with a brief and clever description of how the Inuit people of Alaska have hunted whales for hundreds of years and how this same process can be adapted to help small to mid-sized companies accelerate their growth by landing bigger, whale-sized contracts from companies that are much larger than they are.

As the Vice President of Sales & Marketing of Whirlaway Corporation, a manufacturer of highly-engineered precision metal components and sub-assemblies, we saw first hand what the impact of larger accounts could have on small-to-mid-sized engineered products companies. For Whirlaway, the impact was profound:

- We stopped chasing the 300 or so RFQs that came across our desks each year
- The value of the average job in the pipeline grew from about \$2Million to more than \$21M in less than 18 months





- In 2008 and 2009, two of the worst years in U.S. auto industry history, Whirlaway posted record new business years of \$54M and \$68M

At the time, we didn't call it Whale Hunting, but the steps we took to transform our business were uncannily similar to the Whale Hunting process described in Tom Searcy's book. In essence, the approach we took was a modified version of the whale hunting process strategically adapted to meet the unique needs and idiosyncrasies of the engineered products industry.

In April 2011, I left Whirlaway and founded Pinpointe Marketing to help small-to-mid-sized engineered products companies win "whale-sized" accounts and grow their businesses using a methodology we call Visioneering... creating a vision for your company's growth and then engineering a sales & marketing strategy to make it a reality. Sometimes whale hunting is part of that strategy, sometime it isn't.

Purpose Of This Document

The purpose of this E-Book is to provide you with enough information to determine whether hunting whale sized accounts is right for you.

How Big Sales Are Different

One of the biggest mistakes we consistently see small to mid-sized engineered products companies make is using the same selling process they use for smaller accounts for targeting and pitching whale-sized contracts.

Simply put, you wouldn't use the same equipment and approach to catch trout in a Colorado stream to hunt whales in the Bering Sea. The same logic applies to going after very large contracts from companies that are far bigger than you are. As a result, the first step in determining if whale hunting is for you is to fully understand how really big sales are different from the ones you currently pursue. The chart on the following page outlines some of the major ways that big sales differ from smaller ones:





How Big Sales Are Different

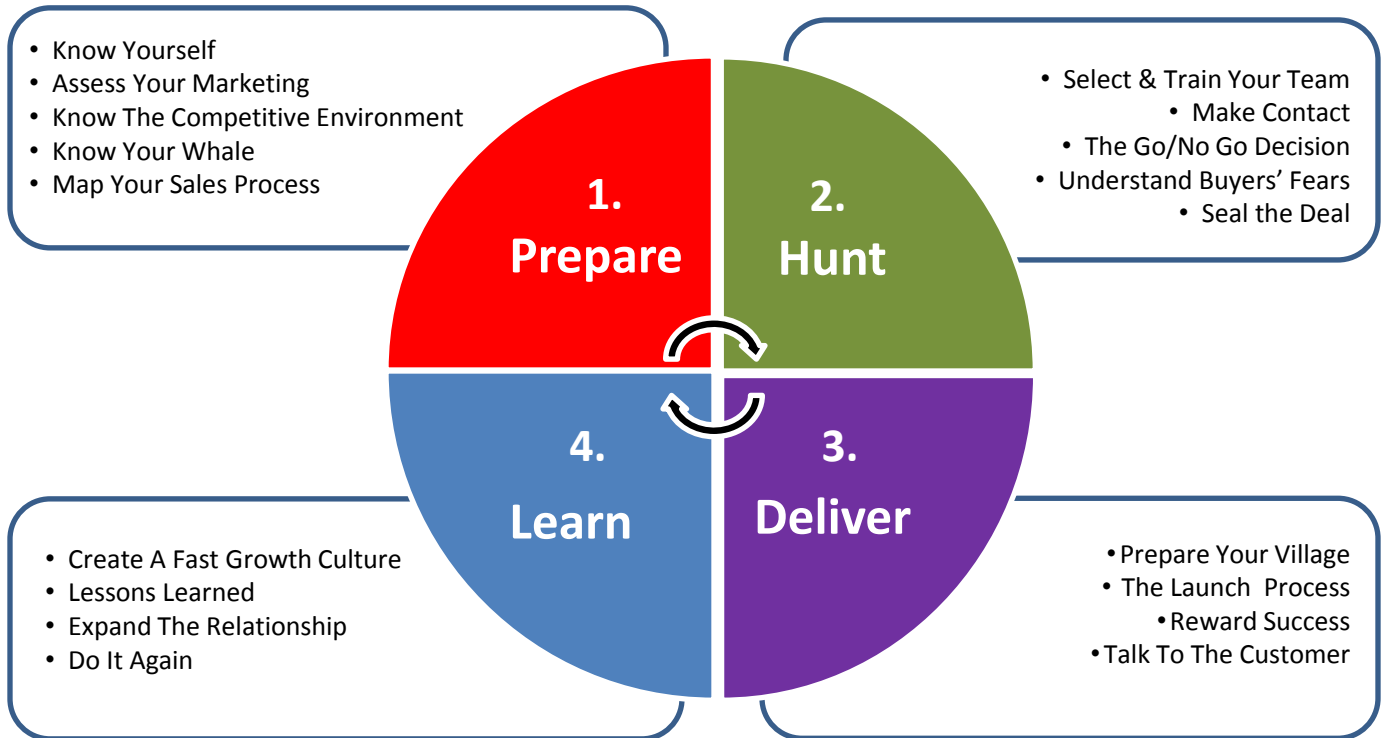
Small Sales	Big Sales
Small sales are controlled by a single buyer with the ability to award the business	Big sales are controlled by a complex team of buyers that likely includes, engineering, operations, quality, R&D, plant management & business development
Small sales can often be won by a single salesperson.	Big sales are never won by a single person... it takes a cross-functional team of area experts (engineering, purchasing, quality, finance, production, etc.)
Small sales are all about price	Whale-sized sales are about time, money and most importantly...risk. Making a bad decision that can be traced back to the buyers is their biggest fear.
Selling smaller projects to smaller companies doesn't require major changes in your company's culture	Selling big jobs to whale-sized companies often requires major shifts in your culture.
Buyers do not fear small to mid-sized companies	Buyers fear small businesses... and the nature of whales is to seek safety over benefits
Sales messaging is geared to tell customers what they want to hear...to be all things to all people.	Sales messaging works from the premise that you have a carefully crafted, powerful message that is not for everyone but is perfect for your kind of whale
Business development focus is on having a "rock star" salesman, independent rep and/or owner who can bring in new business.	Focus is on having a comprehensive and repeatable process that produces fast and sustainable growth.
The "earn it" approach taken by many customers occasionally works and leads to more work.	The "earn it" approach is a death trap. Once the whales see you as someone who does small jobs you'll never get out of that box.



The Visioneering Process outlined here illustrates what it takes for small to mid-sized companies to compete for whale-sized contracts.

Visioneering

A Four Phase Process For Winning Big, Complex Sales





PHASE I - PREPARE

Step 1 – Know Yourself

The first step is to take a hard, honest look at yourself in the mirror. Don't pull any punches. Instead, pull together your company's brochures, presentations, proposals, website pages, equipment lists, capabilities statements, etc... what messages are you sending to the market?

Next, determine how you would really like your customers and prospects to see your company. Do you want to be known for:

- Cutting edge technology
- Low cost producer
- Quality leader
- One Stop Shop...single roof
- On-time, on-budget delivery
- Precision products
- Big jobs/small job specialist
- Where are the gaps between your inside reality and your outside perception?

Think in terms of what you do to deliver value to the customer that no one else can do...or at least not do as well. Then carefully consider all the standard values that a quality engineered products company

delivers to the customer. Which ones do you do better than your competitors? How do you know this to be true? What common things can you deliver to the customer in an uncommon way?

Do you possess any truly differentiating characteristics or capabilities that make you unique. But before you answer, put yourself in the customer's shoes. In machined products just about every quality shop has good equipment, good people, decent quality...so your differentiation is likely to focus more on "how" you do things vs. "what" you do.

The importance of being able to differentiate your company from the competition cannot be overemphasized. The inability of the customer



to see any real differences between suppliers is what makes them buy on price. There's an old saying in industrial marketing that if you're always selling on price, its your own fault. It means you haven't done a good job educating the customer on why you are worth more than the other guy.



PHASE I - PREPARE

Step 2 – Assess Your Marketing

This is another time it is really important to check your ego at the door and take a really hard look at your sales & marketing program.

Look at solid sales data for the past three years and the current year's projections. What do these numbers tell you? Make a list of all your accounts that comprise more than five percent of your sales...these are your current whales. How did you find them? What's similar? What's different?

Review all your current marketing tools including, websites, brochures, sell sheets, tech sheets, whitepapers, newsletters, positioning, branding, etc. How do they compare with the competition? What messages are you sending...and to whom? Analyze your prospecting process, your selling system, any processes you have for growing existing accounts and evaluate your sales staff.

Next ask your management team to anonymously answer two questions:

1. What is our single biggest growth issue?
2. What part of our current sales & marketing effort needs the most help?

Compile the results and bring the team together to discuss the findings. Where do you agree? Disagree? What needs to be done? By whom? When?

Discuss things like:

- What you actually sell...its more than engineered products
- What makes you different and better?
- What don't you do as well as the competition?
- What will it take to correct this?
- Why have you been successful ?
- Have you failed where others have found success?
- Have you succeeded where others failed?
- Does your outside perception match your inside reality?
- What will you be selling in 5-10 years?
- What makes a sale complex?
- What industry trends are reshaping your business?
- Which markets have been the most successful for you? Why?

Always Look for what is factually unique about your company...not just your perception of how you are unique. Also, use the "five whys" technique to get beyond obvious or glib answers and get to the "root causes."



PHASE I - PREPARE

C. Know Your Competitive Environment

Put yourself in your customers' shoes for a moment. What do you see? How are you different? Are you using the same old platitudes everyone else hides behind? Take quality for example.

Everybody says they have high quality, continuous improvement, on-time delivery and competitive pricing...some do, some don't but what are you doing to help the customer tell the difference?

Conduct a systematic analysis of all the claims in which you and your competitors are similar... use the scratch test. To do this, take any marketing piece you currently use and replace your name with the names of your key competitors...how much of the copy would really need to be changed? Also don't forget to study the larger competitors whose attention you will attract when you start going after big sales...what do they claim? How will they attempt to minimize you with the customer?

D. Know Your Whales

The next step is to define the characteristics of your ideal whale. Not every whale is a good fit for your company so you need a way to determine which ones are the best fit for your company's

skills sets so you can focus on those whales that offer you the best chances of success.

You start by creating a couple of filters for screening your new business targets. ..to help you decide which whales to hunt. There are many different ways to go about this , but whatever filters you decide to use, they need to do at least two things: one, they need to define the key characteristics of your best customers ...usually 10-15 factors. But not

all the characteristics you will choose will be created equal. So assign weighting metrics to your list to reflect which characteristics are most important to you.

Unlike traditional prospecting where you try to target lots of potential customers, the goal here is exclude many of the whales you might otherwise target.

This allows you focus on just the highest potential opportunities. The second thing your filters should do is define the key characteristics of the kinds of customers you do not want to do business with. It is just as important to know what factors make for a bad fit with your company as it is to understand what makes a good fit.





The great thing about using the right filters is that they will help you match your unique strengths as a company with those customers most likely to value those strengths. Also keep in mind that target filters are journeys not destinations. They should be constantly updated as you learn more and more about your customers...and yourself.

Once you know what your targets look like, what they value and how they behave, it is time to determine who they are, where they are and how many you want to track. We do this by mapping your sales process.

E. Mapping The Selling Process

Mapping your sales process starts with identifying each step you currently take (or will take) in your sales process to go after “big” accounts. Next, list who will be involved from both your team and the customer’s teams.

You then need to make a list of everything you need to learn about the prospect to be successful and detail the specific information and marketing messages that you want to convey to the prospects.

Many companies find it helpful to put all this information into a simple matrix or chart that

makes it easy to visualize the entire process and communicate it to everyone on your team. For many small to mid-sized engineered products companies, this will be the first time they’ve actually sat down and critically evaluated how they sell... a process you will find exceptionally insightful.

Your sales map also needs to list the roles & responsibilities for every team member and the resources needed for each step. It should also include spelling out what criteria you will use to determine when to move to the next step in the selling process and a timeline with estimates of how long each step should take to complete.

Properly done, your map becomes a detailed management tool that stipulates exactly what needs to happen, who is responsible for making it happen...and, it provides a reference for how much time is allotted for completion of each step in the selling process.

You might also find it helpful to keep in mind that when selling to big companies there is big difference between **activity** and **progress**. Activity is all the meetings, discussions, decisions made within any one step in the sales process. Progress is about doing what needs to be done to move a deal to the next step in the selling process.





PHASE II – The Hunt

A. Select & Train Your Team

There's an old saying, it takes a village to raise a child." The same is true for hunting big accounts. Simply put, It takes a village to hunt a whale. To be successful hunting big contracts, your entire company must get involved in the sales process. You need:

- A senior manager to lead the effort
- Your chief sales executive to get close to the whale, get its attention, secure key information, and make initial contact
- Someone to research and track the right whales, develop a scouting plan, chart your whales, compile dossiers on key prospects and create a list of the whales to be pursued
- Area Experts (AEs) to matchup with the customer's team...engineering, operations, finance, quality, materials management, IT
- Machine operators, shipping and other plant personnel must be trained and briefed to participate in customer visits

Once you have your team in place, its time to determine which whales match up the best with your company's unique strengths and capabilities.. You'll want to develop a scouting plan and create a whale chart to help you research and track the right whales. You'll also want to compile dossiers on key prospects and create a list of the whales to be pursued.



B. Making Contact

Once the research has been done and the whales that best fit your company are identified, its time to make contact. You need to identify the right point of entry, ask the right questions, listen, learn, fill in the blanks and fully assess the opportunity

Its important to keep in mind that the first contact is designed to complete the dossier by answering key questions that your research team couldn't answer from outside sources. In fact, the first couple meetings will likely be "qualifying" meetings...for both you & the prospect. But remember, these meetings will set the tone for your entire relationship. Everything you do should be first class and well-thought out. Also, always know who will be in the meeting **before** the meeting . Never go alone to meet with a team of buyers from the customer...it makes you look small.



Remember, your goal for the initial meetings is not to get a sale...it is to determine whether this whale is worth pursuing. You do this by asking great questions, figuring out the reporting structure, determining how the decision will be made (and by whom), defining the budget/timing, pinpointing the prospect's expectations and what things are most important to them. You also need to try and get preliminary target pricing, determine whether they value and are looking for DFM support and find out who else they are talking to about this project.

It also important to orchestrate every detail of the perception you will create with the prospect... before and after the meeting. This includes:

- **Your marketing...** Is your website & marketing materials pertinent, professional & up-to-date
- **Your smarts...** can everyone on the team demonstrate knowledge of the whale's business?
- **Your depth...** are your Area Experts engaged in the process?
- **Your attitude...** How will the prospect see that your company is enthusiastic about getting the business, see your commitment to excellence and see how you go the extra mile to serve your customers?
- **Your work environment...** Is the plant clean, the receptionist briefed, walkabout boards updated, conference room immaculate, etc... 5s everything

C. Making The Go/No Go Decision

Next you need to make the decision whether to commit the attention and resources necessary to actively pursue a whale that has been deemed to be a high probability prospect. This requires being able to answer yes to five questions:

1. Is it clear that the whale intends to buy something;
2. Do they have a budget
3. Have they indicated that they are willing to consider buying from you;
4. Do you have the resources available to ensure a successful hunt?
5. Can you handle the business if you win it?



D. Understanding Buyer Fears

Once you decide to hunt you must analyze the buyers table to fully understand the whale's fears...and deal with them. Big companies don't buy one-to-one on big deals...they have a team of buyers to spread the risk & make sure everyone who would be affected by a supplier change is consulted. Misunderstanding this process is one of the most common mistakes many small to mid-size companies make in trying to sell to whales. The goal of the



goal of the buying team is not to make the best decision but to avoid making a bad decision. This is critical to understand because it is what makes a small company vulnerable in doing deals with big companies... its why small companies finish second so often.

Keep in mind that while you will only be at the table with the buyers a few times, people from both teams will meet separately and exchange emails...so you need to manage every point of contact. Managing the sales process down to this level of specificity is what can give you an edge in closing big accounts because while only one person at the table can say yes... everyone can say no. It is the nature of whales to seek safety over benefits...for this reason, fear trumps all other emotions in the decision-making process.



Small companies often tout the benefits they will provide to the whale with little attention to the whale's fears...and that can be a fatal error. If you can overcome the whale's fears, you can win the deal with the value you can provide; but all the value in the world will not help if you cannot overcome their fears.

So what are these fears that you must overcome? Here's a few common ones:

- **Change**...any change is hard and unsettling. Most people don't like change and the buying team from a whale is no different.
- **Conflict**...they hate conflict even more than change. Decisions that cause internal conflict are not well received in big companies.
- **Added Workloads** ...everyone inside big organizations has been repeatedly asked to do more with less. As a result, supplier decisions that will add more work to an already overburdened buying team or their colleagues are avoided like the plague.
- **Failure**...perhaps the most feared of all is the fear of failure. Being connected to a decision that causes disruption, shuts down production, or makes the company look bad to its customers is the kiss of death.
- **Justification**...the fear of making a decision that cannot be justified six months later when something goes wrong is powerful motivation to go with a big, established supplier...the old, "nobody ever got fired for hiring IBM" syndrome rears its ugly head again.



So what can a small to mid-sized company do to deal with fears? From a whale hunting perspective, you need specific tactics to reduce the whale’s fears so they are ready and willing to hear about the value you can bring to the table.

Some of the ways to make this happen is to get everyone to the buyers table early and often; find ways to place the burden of a transition on your company rather than the whale’s people; reinforce the status quo by highlighting what won’t have to change if they choose you. In other words, do everything you can to prove that working with your company will be easy and safe at the day-to-day operational level.

You need to attack their fears that you are too small to deliver by showing your people are knowledgeable, capable, accessible and competent. You need to demonstrate (not claim) your technology is up to date, reliable and easy to use. Show how your processes are manageable, measurable and replicable.

Share your experience, references, resources and case histories. Demonstrate how you work through problems, manage exceptions and resolve production and operational issues. Show specific examples of the regular reporting, project management and ongoing performance monitoring that you provide existing customers

Because whales are so risk-averse, just saying how you will mitigate risk is not enough...you have to demonstrate it over and over. If you use software to monitor production, show it. If you use special quality measurement equipment or processes, demonstrate them.

In particular, make a big deal of any process you use that reduces risk and walk through it with the customer step by step.



ESKIMOS OF WEST GREENLAND.

E. Sealing The Deal

When the whale finally succumbed, one of the Inuit hunters had to jump into the icy water and sew the mouth of the whale shut so it wouldn’t fill up with water and sink to the bottom...this was a very dangerous time. Without paying proper attention to potential problems and predators, all could be lost.

This phase of whale hunting for a small to mid-sized company is equally dangerous. Because by this time you’ve navigated the qualifying stage, had several meetings, gained a clear understanding of the whale’s needs and generated specific ideas for how you will meet them and gotten clear buy signals





from the right people...yet you can sense they still have that nagging fear of change. Something must be done or this whale will get away...and that something is often a customer visit.

The customer visit is one of the most effective ways to mitigate the whale's fear and it can have a powerful impact when closing big deals. The key is to carefully orchestrate every detail of the visit to showcase your people, processes, technology and experience.

Prepare with precision. Brief and train everyone from the receptionist to machine operators to your whale hunting team. Have a formal, written agenda and send it ahead of time to the customer and everyone internally.

Your implementation must be flawless...right down to the receptionist's smile, the formal presentations, the plant tour, the tech review and the final handshake. You want to create the impression that everything you do is done with class and excellence...and so will their project. Follow up quickly and thoughtfully... answer all pending questions, follow through on all commitments, thank them and provide feedback quickly to all participants—in both companies.

Every aspect of the visit should be focused on allaying the whale's fears and crafting the overall impression you want to leave with them.

Everyone who will come into contact with the customer on the visit should be briefed that the customer's primary fears include things like:

- That the cost of change will outweigh the benefits of switching
- That there will be errors made during the transition that will damage their reputation with their customers and put their internal customers through unnecessary turmoil
- That it will require too much time and effort on the part of their team to make a change

With these concerns in mind, you want to do everything you can during the visit to have the customer leave with the feeling that their initial decision to work with you was well-founded and your approach to project planning and management will reduce potential errors and reduce risk of change. You want them to see first hand that your Launch Management Expertise will reduce risk and the amount of time their team will need to invest in switching suppliers. You want to demonstrate that you handle work exactly like their projects and you are more than capable of handling their project as well. You want them to go away knowing that the team assigned to their project is highly capable and knowledgeable and that you are a progressive company that is willing



to invest in its customers' business, help them drive cost out of the manufacturing process and enable them get to market faster.

As a smaller company doing business with a whale, you must carefully protect your deal at all times...especially during the time between when you are told you won the business and the project is formally launched.

Be vigilant and be visible with the customer...and be aware that there are at least three groups who will be hiding in the weeds and doing everything they can to steal your deal—even after the prospect has given you a verbal commitment:

- 1. The incumbent supplier...** when told of the switch they will do whatever they can to hold onto the business...have some strategies ready to deal with this eventuality.
- 2. A member of the whale's buying team** who is not happy with the decision to move the work to you. These internal spoilers can be entire departments or well-placed, highly regarded individuals. If this is the case...deal with it.
- 3. Your competitors ...** will descend on the whale's buyers at the slightest hint that you might be vulnerable. Also, don't assume your negotiations and contract terms have been kept private...leaking this information to your competitors to gain an advantage is not unusual.

Phase III - Deliver

A. Prepare The Village

There's three key elements to making sure your company is ready to deliver on whale-sized projects. The first is capacity...do you have the people, equipment and resources to handle the job. If not, what's the plan to get them in place and how quickly can this be done. The second element is speed...how fast can you harvest a whale? Streamline your current production processes and find ways to improve work flow between departments. There will be issues. Be ready to deal with them. The third key element is scalability... how many whales can you hunt and harvest in a year? What needs to be added, and when, to allow you to add more whale-sized accounts.



B. Formalize Your Handoff Process

A major internal challenge in launching any new whale-sized project is orchestrating the handoff of the deal to the people in the company who must deliver it. Start by developing a formal Handoff Process Document (HPD)...a clear explanation of all



the steps required to onboard a new large account . Begin with a generic version that can be easily customized for each new whale...it should include the contact info of everyone on both implementation teams, detail who is responsible for each step of the process, contain a complete timeline for implementation and detail your project management and communications plans. The leaders of both teams should formally sign off on the process....in writing.

Once your HPD is completed host a pre-implementation meeting with the customer. This would include introducing everyone on both companies' implementation teams, conducting a facility tour for those members of the whale's team that haven't been to your plant yet, going over the HPD and **together** anticipating any areas where issues might arise or timing needs to be reviewed. Make sure everyone is onboard with the timeline before leaving the meeting. Address any concerns that surface and take every opportunity to ease their fears.

C. Rewarding Success

Launching your first whale-sized project will highlight the need for some significant cultural changes if you are to sustain fast growth...starting with creating a system to reward success. The goal is to create a culture that defines the drivers of success for the company and each employee...one that attaches accountability to



responsibility (and vice versa). It must also provide consequences for failure as well as rewards for meritorious performance.

A word of caution...for most engineered products companies, this will be a major cultural change, expect some resistance and have a clear strategy for dealing with it. Make sure your employees understand that there will be bumps in the road,

but reassure them at every turn, that the long term rewards will far outweigh the pain encountered along the way.

D. Talk To The Whale

While much of the work in this phase is internal, never forget the importance of talking to the whale and allaying its fears.

You can be doing all the right things internally, but if no one is talking to the customer...they are going to get nervous so it is critical to keep the customer in the loop and make sure they see the progress that is being made toward implementation of the formal HPD discussed earlier

Never forget that that same tides and winds that brought you the whale could take it right back out to sea if you don't work quickly and maintain vigilance and communication.



PHASE IV – Learn

A. Create A Fast Growth Culture

If you are going to be prepared to harvest a steady diet of whale-sized projects you will need a high performance, cross-functional team committed to fast growth. This is very different from the culture of most small to mid-sized engineered products companies that have lived in a feast or famine environment for decades.

A fast growth culture integrates the best of the entrepreneurial spirit with reliable processes that are continually reviewed and improved. Decision making occurs at all levels of the organization yet there is still a clear managerial process and hierarchy in place to provide direction and oversight.

In this kind of environment, change becomes a core competency. Leaders and employees learn to balance quick reaction time with a sense of overall control that reduces panic and builds confidence both internally and with the customers.



In a fast growth company culture, sales and operations are aligned and the entire company becomes focused on consistent, profitable growth.

B. Lessons Learned

As soon as you complete the launch of a whale-sized project bring all the key players involved in the deal together for a structured, candid evaluation of the launch.

To be successful, this review session must be a routine, “no blame” process of assessment. It should explore what you did better than expected; what didn’t go as well as expected; and what you can do to improve the process for the next project.

Assign someone the task of formally documenting the assessment and sharing it with everyone on the team...and make it available on a shared server for future reference. Implement any lessons learned immediately to improve the process for the next project

C. Expand The Relationship

Once the whale is your customer, you have a great deal more first hand knowledge at your disposal. But unless you have a plan and a process to capitalize on this knowledge not much is going to happen to grow the account.



To develop a plan and process to strategically grow an account , use a series of company-wide collaborative activities to keep attuned to new possibilities.

One way to do this is to provide members of your cross functional team with a process to share what they hear and learn while working with the whale's team members...new products being developed, supplier bankruptcies, projects in trouble, missed deadlines, cost overruns, material shortages, field failures, etc.

The goal is to figure out what your village knows that the individuals do not know. Such collaborative activities often yield significant insights into how to grow your business with an existing customer.

Another collaborative technique is to make a list of features of your current relationship with the whale and classify them as either assets or liabilities. The final list becomes a roadmap for promoting your assets and fixing the liabilities...thus enhancing your ability to grow the account.

Some companies develop an account plan for every major customer that outlines specific strategies to grow your business with that account...on purpose rather than by chance or accident.

Constantly be on the look out for activities and opportunities to draw your customers closer to you,

to differentiate you from your competitors and to find reasons for your people to interact with their people. Over time, the end result will be more, bigger and more profitable business with less business development costs.

D. Do It Again

It is important that your employees understand that the Whale Hunting Process doesn't end at Phase IV.

Rather it positions you to start over, recycle back to Phase I and go after additional business... only this time you will be armed with a lot more knowledge of whales and how to do business with them.



You will be amazed at how the opportunities to grow your business will improve when your entire village is involved in the business development program.



IS WHALE HUNTING FOR YOU?

Whale hunting is not for everyone. The companies that seem to do well with it are those that:

- Want to grow dramatically
- Have leaders that embrace change
- Have people who are willing to take on new roles and pursue them with passion & conviction
- Are tired of “bobbing” in the water...up one year, down the next and five years later you’re still floating in about the same place
- Have enough bench strength to match up with the buyers table
- Have plenty of excess capacity
- Have the engineering skills to provide DFM support
- Can handle high volume jobs
- Are financially sound and able to invest in new projects



Want More Information?

Does whale hunting sound like something you might find helpful? If you'd like to explore the concept further, call for a private consultation with our President, John R. Wirtz. We'll be happy to arrange a time that will be convenient.

About Us

Pinpointe Marketing is an industrial sales & marketing firm that helps small to mid-sized engineered products companies land bigger contracts.

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