

MEMORANDUM

From: VP Strategy

To: Henry Morgan

Subject: Possible Functional Actions

Henry, as you are aware I recently attended a conference on taking an offering up the secular growth curve. In the course of the Conference I came across the attached list. As far as I can tell these items are the ones you should consider.

As far as I can gather, the list is correct but each action has a different effect in each period. They act by increasing your competence and market legitimacy as perceived by the customer.

I am afraid I was not able to find the sequence. That I guess is the challenge facing your team. As far as I can tell the list contains all the Actions required. You will need to reassess which items are appropriate each period. Some may carry over from one period to the next, others will not.

Regards

SUGGESTED ACTIONS FOR SECULAR GROWTH CURVE: SALES

SALES			
Massive salesforce-driven campaign to drive sales as far and fast as possible, denying opportunity to competitors (size of salesforce?)			
Develop elevator pitch and sales story giving a compelling reasons to buy			
Use sales personnel with in-depth industry experience			
Tightly focused sales campaign seeking testimonials			
Build/maintain strong social media presence to drive word-of-mouth testimonials			
Build project management skills to support integration of offering into customer operations			
Seek technically-strong 3rd party sales/distribution partners that can implement the offering rapidly			
Develop 'playbooks' that talk to the offering			

in use and how to integrate it			
Seek mass, very low-cost distribution channel			
Install organization structure to form/maintain market partnerships			