

### **(1) Customer center and a good selling project**

Customer center will be the priority duty of a new 21st business company; how would this work in practice? It includes

- 1, Put everything your business does on the Web so anyone can see how you add value and what your organization is great at.
- 2, Break down everything currently done by the organization departments into discrete products, which are worth paying for. If any activity being done are not worth paying for, you cease doing them immediately.

- 3, Evaluate whether you are great at supplying each of these products in house or not.

In order to survive in the up ended world, you must become first rate salespeople. Project means selling up and down and all around the organizational ladder all the time. We are all in sales, all the time. No cool stories for customers means no survival for a company.

4. To sell people on our key projects, these items you should carry out.

Be smart and know what you are talking about.

Understand how your company operates day to day.

Research your customer fanatically.

Learn to love and use internal office politics to you advantage.

Never bad mouth a competitor but show respect

Develop relationships with your customer's junior staffers.

Get to know the talent in your key suppliers personally.

Under promise and over deliver ahead of schedule.

Sell solutions that solve specific problems, not widgets.

Do not be afraid to ask for help from our best resources.

Live your brand.

Celebrate your good losses, deals that don't close.

Treat all customers problems as your own.

Take full responsibility for everything your company does.

Share, do not hoard information.

Walk away from bad business.

Do not whine about losing sales on price, keep adding value.

Be aware of the value you bring, do not give away the store.

Respect upstarts, since often they are your real enemy.

Seek cool customers that you can rave to others about.

Talk and thing partnership all day every day.

Send hand written thank you notes out each day.

Make your customers heroes within their own organizations.

Set your aim on changing the world.

Keep things simple. The point is to persuade, not perplex.