



Structure + Strategy + Leadership = Re\$ults

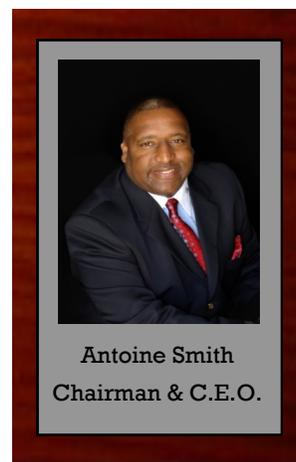
Differentiation— Significantly Different?

Clients and customers are by nature, creatures of habit. To change your client/customer segments purchasing behavior, you must offer a meaningful and significant difference as opposed to the status quo. Most recent marketing and sales data indicate that an enhanced Significant Difference increase the probability

of marketing and sales success from 12—55%. This translates into a 350% or more greater chance of success when your product or service exemplifies a significant difference than your competition. When your product or service is unique, you stand out in the marketplace. Offering significantly different prod-

ucts and services gets **you noticed, remembered, and acted upon by your customer segment.** The following “Probabilities Of Success” exist based upon the degree to which your product or service is “Significantly Different”:
High Level Difference— 55%; Medium Level Dif-

ference-35%; Low Level Difference—12%.



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Change Management— Organizational Culture Is The Key

Leaders who try to change their organizations often run up against the very atti-

tudes and beliefs that have become engrained into the collective minds of the business model. Decisions to enact a change in culture in most cases are made in isolation from the very change-agents necessary to effect the change; therefore it appears as if change is impossible. You cannot create a “new culture” until such time as the

ways of doing things as have been immersed in studying and understanding the existing culture and why there is a need for change. You must first set the stage for change by communicating clearly. You must clarify the purpose once all are agreed and unified that change is necessary. You are now free to introduce new ideas, and

ways of doing things as well as proposing new values. Lastly you must be able to articulate how the new governing ideas will be the lead for a change in actions that will invariably lead to new behaviors. Upon the new behaviors taking root without resistance, change is inevitable.

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