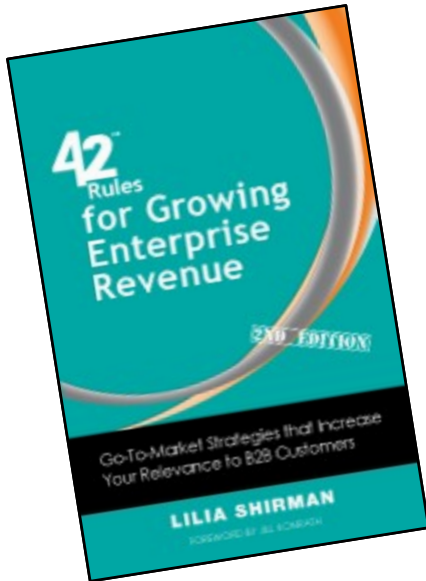


## Go-To-Market Strategies that Increase Your Relevance to B2B Customers



Value is in the eye of the beholder. Do your customers see your value?

Business buyers barraged with a ceaseless, deafening cacophony of banal marketing-speak learn to focus exclusively on information that is directly relevant to them right now. To engage buyers and grow enterprise sales, companies must create and demonstrate tangible and unique customer relevance with every customer touch. In this time-crunched, information-overload reality:

- Customer relevance is the only way to generate customer interest and revenue growth
- Customer relevance cannot be accomplished by a single functional group
- There is no silver bullet--you have to keep trying new things and testing new strategies



**Lilia Shirman**

801.542.9795

[lilia@shirman.com](mailto:lilia@shirman.com)

### ▶ Get your own customized edition of **42 Rules for Growing Enterprise Revenue (2nd Edition)**!

- Insert your personalized letter inside the book
- Make a statement that will be heard and remembered

Prices for customized (starburst and/or logo on jacket, letter inside) books:

▪ 10-99*	- \$ 16.96/book
▪ 100-249*	- \$ 15.96/book
▪ 250-499**	- \$ 14.96/book
▪ 500-749**	- \$ 13.97/book
▪ 750-999	- \$ 12.97/book
▪ 1,000-4,499	- \$ 11.98/book
▪ 5,000-9,999	- \$ 9.99/book
▪ 10,000-24,999	- \$ 7.99/book
▪ 25,000-99,999	- \$ 6.99/book
▪ 100,000-999,999	- \$ 4.99/book
▪ 1,000,000+	- \$ 1.99/book

eBooks:

▪ 1-10*	- \$ 11.95/book
▪ 10-999*	- \$ 7.50/book
▪ 1,000+ **	- \$ 3.50/book (in lots of 1000)

\* Plus \$500 customization charge

\*\* Plus \$250 customization charge

Note: Will add shipping (and tax in CA)

### ▶ More about the Book:

*42 Rules for Growing Enterprise Revenue (2nd Edition)* provides practical ideas and proven strategies that boost B2B sales by making every aspect of your business more relevant to customers. The rules cover critical concepts, including:

- Making "Mattering to Customers" your company's core competence
- Pursuing markets where you're most relevant
- Cultivating Customer collaboration
- Defining value and relevance using the customers context
- Using solutions and industry specialization to increase relevance
- Putting customer relevance into practice through your sales channels

**Want More Info? Contact the Author or Your Super Star Press Sales Representative**

Visit the book's webpage at <http://www.42rules.com/book/42-rules-for-growing-enterprise-revenue/>