



03.04: CALIBRATING THE PROFIT TRINITY

Winning and maintaining a customer relationship is an intense competitive conflict between you, the customer, and the competition. Quite often the most difficult competitive conflict is the one between you and your customer. Typically the customer wants to buy as much of your product for as little as he can, and isn't at all shy about engaging your competition in their fight. Successfully campaigning for customers is contingent upon continually reconciling my competency, with the competency of my competition and the needs of my customer. We call this the profit trinity - customer, competency and competition.

We use Boyd cycles to calibrate customer, competency and competitor in a manner that allows us to shape the conflict to our advantage (and our competitor,s disadvantage). In shaping the conflict we are continuously monitoring and battling our competition who is attempting to either dislodge or disqualify us from the relationship. Rather than customer-driven strategies FIRSTmaneuver focuses on profit-driven strategies which are maximized via the calibration of all three voices which form the profit trinity.

Here is an interesting question. After calibrating the profit trinity I determine that relative to competitive offerings I can delight my customer and generate a 10% margin or I can just satisfy my customer and generate a 30% margin. Do you delight or satisfy?



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