

HOW TO SURVIVE IN '25

CREATING VALUE-DRIVEN PARTNERSHIPS

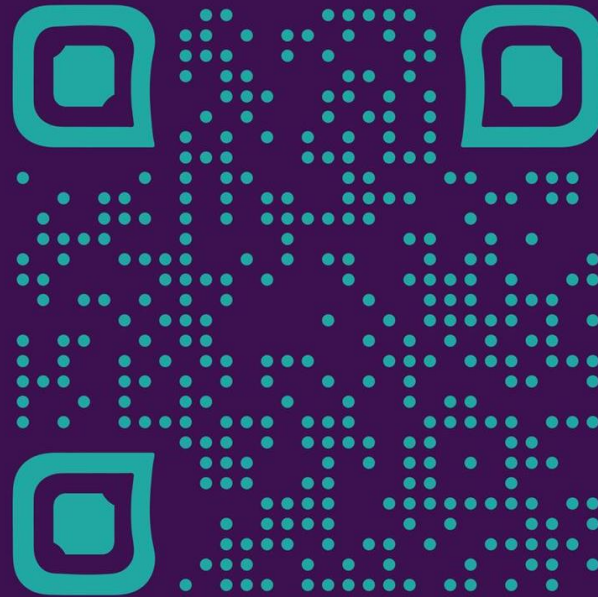




Learning

TEN X MINUTE TRAINER
NETWORK

SCAN TO LEARN MORE & REGISTER



risingabovesummit.com

Let's Get Started.



How To Survive in 2025?

No Political Campaigns.

No Summer Olympics.



How To Survive in 2025!

~~Thrive~~

No Political Campaigns.

No Summer Olympics.

\$1.2 Billion



NBCU combined Olympic and Paralympic Coverage -Forbes

\$10 Billion



2024 election Almost \$11 billion ad spending 2024 election- NBC



GET OUR “FAIR SHARE” of the pie



Or we can **BAKE MORE PIES.**

Fred Jacobs- Jacobs Media

You!



If you don't
like the
outcome.

Change the
approach.

point of view
Fiduciary [fi' dji
duty of acting i
with

Defined:

A relationship based on trust and places the customer's best interest above our own.

- Financial Advisor
- Doctor
- Attorney
- Accountant
- Insurance Broker
- Realtors
- Board Members



Fiduciary duty



- **Duty of Care**- Act with competence, diligence and prudence.
- **Duty of Loyalty**-Avoid conflicts of interest. Put the needs of the customer first.
- **Duty of Good Faith**- We must act honestly and transparently in all dealings with the customer.

Personal Code of Ethics.

I will look out for
your best
interest, above
my own.



Fiduciary duty



Establish Your Personal Code of Ethics.

1. Find Your Lane and Own it.
2. Evaluate, Educate & Engage
3. Define Your Relationship
4. Exceptional Customer Experience
5. Build Thought Leadership

Fiduciary duty



Establish Your Personal Code of Ethics.

1. **Find Your Lane and Own it.**
2. Teach them to Reach Them
3. Define Your Relationship
4. Exceptional Customer Experience
5. Build Thought Leadership

Define Your Ideal Customer.

- Resonance
- Genuine Interest
- Capacity for Success
- Action-Oriented



Find Your Lane. Now Dominate!

- Analyze Your Key Customers.
- Select 10-20 Target Prospects
- Learn to Speak their language.
- Become a Part of Their World.



Fiduciary duty



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**Evaluate,
Educate
& Engage.**



FIVE + ONE

5 things
they need
to know
about
their
Business

1. WHAT IS THEIR PURPOSE? MISSION, VALUES & VISION
 2. WHAT ARE THEY KNOWN FOR?
 3. WHO IS THEIR TARGET CUSTOMER?
 4. WHY DO CUSTOMERS CHOOSE THEM?
 5. WHO ELSE FULFILLS THE NEED?
- 
- A smiling woman with long dark hair, wearing a white apron over a dark top, stands with her arms crossed in a bright, modern kitchen. The background is slightly blurred, showing other people and kitchen fixtures.

1 more
thing they
need to
know
about
their
Business

WHAT IS THAT
ONE THING THAT
EVERYONE
SHOULD KNOW
ABOUT THEIR
COMPANY?

BUT THEY DON'T?





SALES, MARKETING & ADVERTISING

A woman with long dark hair, wearing a light-colored sweater and dark pants, sits on a dark grey sofa. She is holding a pen and a clipboard, looking towards a man. The man, with short dark hair and a beard, is wearing a dark suit and is seated at a dark wooden table. He is looking at a laptop on the table and holding a pen. The room is dimly lit, with a lamp on a side table and a bookshelf in the background. The overall atmosphere is professional and focused.

SALES

IS A
CONVERSATION
ORIGINATING

FROM **ONE...**

DELIVERED

TO **ONE.**

MARKETING

IS A CONVERSATION
ORIGINATING FROM

ONE DELIVERED TO
MANY.

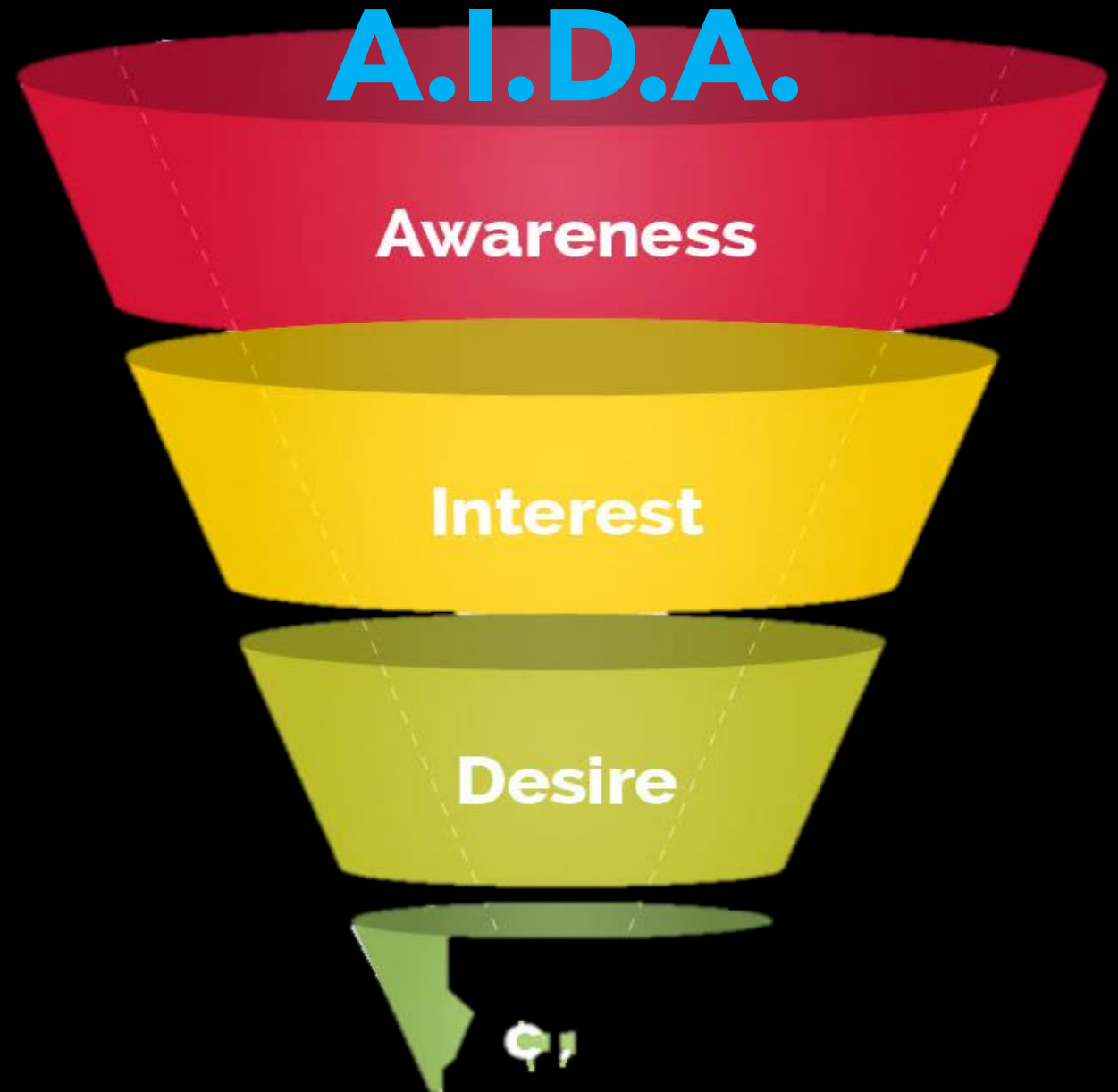


ADVERTISING

REACHES **MANY**
BUT RESONATES WITH
ONE.



Feed the Funnel.
Continuous addition
of new prospective
customers to the
funnel.

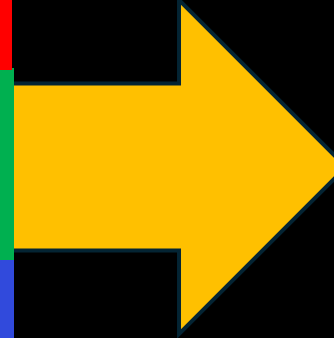


Reach

Frequency

Consistency

Message



We keep the funnel full!

Fiduciary duty



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2. Teach Them to Reach Them
3. **Define Your Relationship**
4. Exceptional Customer Experience
5. Build Thought Leadership



Defining the Relationship



Leave the
decision maker
with a better
understanding of
the **branding**
and marketing
process.

You must leave
with a **better
understanding**
of how their
business works.



Listen to Your Customer (s)

You Might Just Learn Something.



Six Decision Makers in a Complex Sale

1. The Beneficiary
2. The Judge
3. The Checkbook
4. The Allocator
5. The Fulfiller
6. The Influencer

Think of Your Ideal Customer...

Map Their Decision-Making Structure.



HOMEWORK

The Beneficiary
The Judge
The Checkbook
The Allocator
The Fulfiller
The Influencer

“The most effective way to make more money, is to help your customer make more money.”

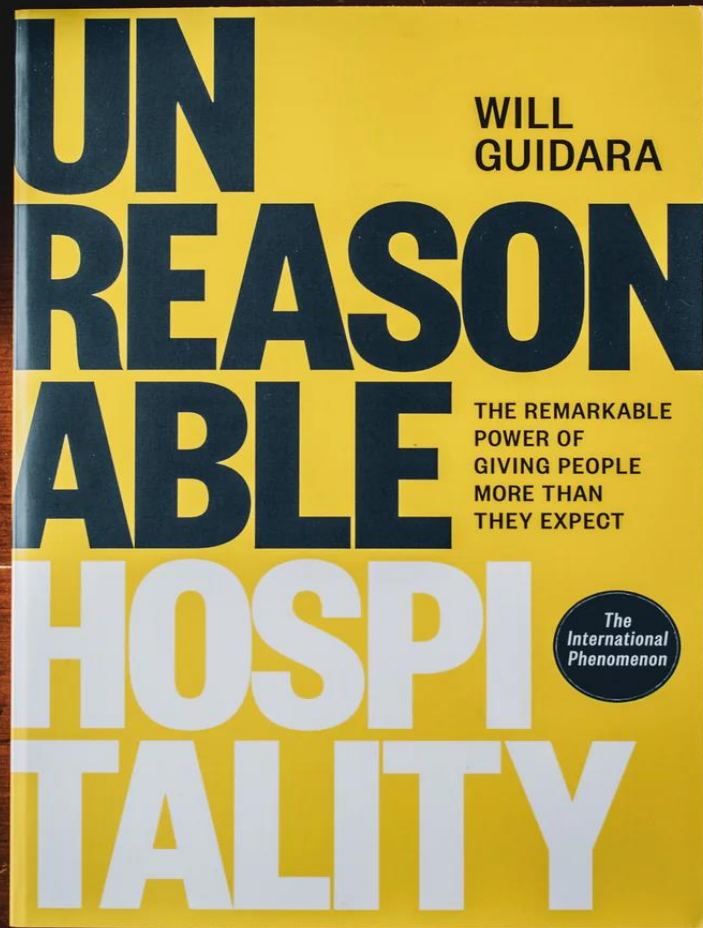
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Fiduciary duty



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1. Find Your Lane and Own it.
2. Teach Them to Reach Them
3. Define Your Relationship
4. **Exceptional Customer Experience**
5. Build Thought Leadership



4

**Deliver an
Exceptional
Customer
Experience.**

“If hospitality is about making people feel seen, the best way to treat them is not like a commodity, but as a unique individual. Unreasonable hospitality means that one size fits one.”



Will Guidara



< ♥

**Cheese
Burger** 325g
\$2.15



Ingredients

Order Now



< ♥

**Cheese
Burger** 325g
\$2.15



< ♥

**Cheese
Burger** 325g
\$2.15



< ♥

**Cheese
Burger** 325g
\$2.15



beUNREASONABLE!





Available Manufacturers Co-Op Advertising Dollars.

You can write up the order.
Or you can make the
transaction memorable!

“People will forget what you do; they’ll forget what you said. But they’ll never forget how you made them feel.” -Maya Angelou

Fiduciary duty



Establish Your Personal Code of Ethics.

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4. Exceptional Customer Experience
5. **Build Thought Leadership**

Thought Leader

A person, through expertise and forward-thinking, becomes a **trusted resource** for others in their industry.



**Position Yourself
as Thought
Leader.**

Thought Leader

Call Me... 999-555-4444



Content is King!

Articles
Podcasts
Social Media
Keynote Speaker

Thought Starters

*The Power of Local
Branding.*

*Creating Your Client
Persona.*

*From Awareness to
Loyalty.*





Testimonial Your Coach, Counselor & Influencer.

Let Them Tell
Their/Your Story!

**From
Prospect
to Partner.**
Where to
begin?



A rectangular image of a chalkboard with a dark green surface. The word "Repetition" is written in white chalk, centered horizontally and slightly lower vertically. The chalk has a slightly grainy texture, and the background shows some faint, darker smudges and lines, suggesting a real chalkboard environment.

Repetition

**Remember,
Frequency Sells!**

Repetition is the Key to
marketing

Repetition is
Rem.

Repetition is

Repetition is the Key to
marketing

market
repetition is t
marke

2.

RULE **OF** SEVEN

CUTTING THROUGH THE CLUTTER

**Begin at the
Beginning.**

Evaluate
Engage
Educate

- What Is Your Purpose?
- What Are You Known For?
- Who Is Your Customer?
- Why Do They Choose You?
- Who Else Fulfills The Need?

**Begin at the
Beginning.**

Evaluate

Engage

Educate

What should everyone know
about you... but they don't?

Recap.

Evaluate

Engage

Educate

- Identify Your Ideal Customer.
- Evaluate, Educate and Engage.
- Develop Fiduciary Relationship.
- Unreasonable Customer Experience.
- Establish Yourself as Thought Leader.

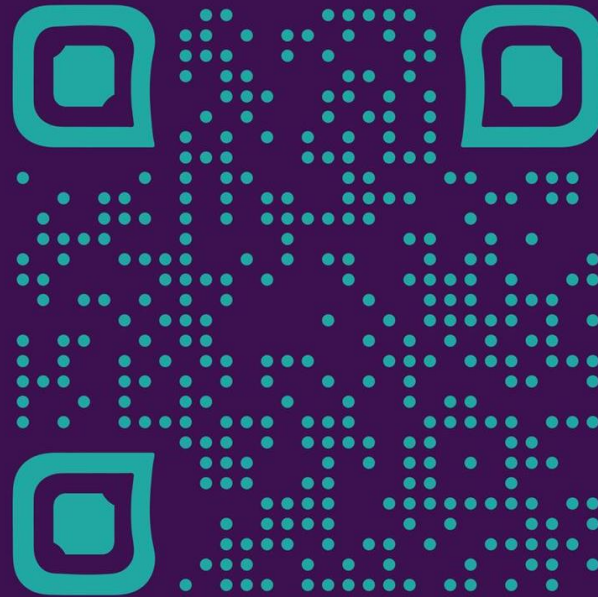
You!

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