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trekking

**practical strategic thinking and action
 newsletter issue #88**

need an energy gel?

When I'm doing long runs, either for training for a marathon or in longer races, I have a little secret weapon I use to help me to get through the hours. I periodically consume energy gels. These gels come in little foil packs and replace the carbohydrates and proteins that I've depleted by running. They also have caffeine which helps give me a little extra energy.



That's a welcome boost every 45 minutes to keep you going. The legs work a little more, I start thinking happier thoughts (maybe these are delusions), and the monumental task of running 26 miles doesn't seem so bad. That and my new "One mile at a time" mantra which has been a big help.

So the other day I was thinking about business on my run and put the ideas together. Sometimes, in the marathon --or trek-- that is building and running a successful business, you need an energy gel. This may be in the form of a new point of view on the business, new ideas, new people, new products or services, new relationships, whatever it is, it's something new to provide energy to get to the next level (or to the end, as the case may be).

This economy has been bad for three or four years, and the near future doesn't look better with cutbacks in federal spending, dysfunction in D.C., and the recent downgrade of the U.S. debt by S&P (yes, the same market guardians who kept their heads in the sand about Iceland, Lehman Brothers, and the banks and sub-prime mortgage disaster).

However, there is some indication that business-to-business spending is not faring so badly in some places. There are lots of ways to take advantage of the economic challenges and the even greater challenges that continue to

build behind the scene as we move into the knowledge economy fueled by intangible capital.

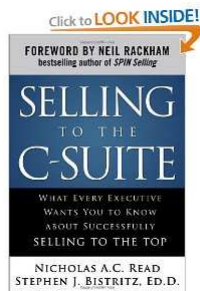
This isn't a time to drop out of the race. But you will probably need an extra boost, some new ideas and a plan. Where's your next burst of energy and inspiration coming from?

(No promotional fees paid by Power Bar for this plug.)

reading list

[**Selling to the C-Suite**](#) by **Nicholas A.C. Read and Steven J. Bistriz**

A lot of the conversation about the internet's influence on marketing and sales focuses on the marketing side. But it's also changing the sales side of the equation. That and other changes wrought by the knowledge economy mean that the rules are changing (something I can attest to from our work with owners of tech and services companies looking for that extra edge in today's market).



Selling to the C-Suite does a terrific job of describing the kind of trusted advisor relationship senior executives and owners are looking for today and why:

Marketing now describes product features and benefits on its company's website. This has taken away salespeople's advantage of being information-deliverers. The executive knows more from a look at your website than you can tell them in an hour-long interview. So how do salespeople add value in a meeting with senior executives?

Executives want to hear what you know about their position in the market - are they ahead of the curve or falling behind? What are the best practices? Can you tell -albeit nicely - the executive what the company does and how it can do it better? All this is how you show you can be a trusted advisor, not just a sales person or a generic vendor.

Executives also want to be in control of the purchasing process, defining the current business issues, establishing project objectives, and setting project strategy. They get involved in the "what" and "why" but not necessarily the "how." Obviously, the more value you add in helping the executive define the project, the better your odds for success. If you are responding to an RFP, you are probably too late to win the business. You must get in earlier to

influence the process as an advisor.

Most business owners wear a sales hat a lot of the time. This book is loaded with great insight for business executive and owners as well as their sales people. I highly recommend it.

announcements

Thursday, August 18 at the Newton Marriott, Newton, MA



XPX Boston will host a pleasant [evening](#) outdoors for professionals in the exit planning space and others working with closely-held

businesses. The evening will include 30 minutes of speed networking, facilitated by Ted Gorski, Chief Effectiveness Officer at Get Your Edge, LLC and Host of "The Business Advantage" Radio Show at WKXL 1450AM.

Tuesday, September 13, Greenwich, CT

(rescheduled) XPX-Connecticut will hold an [outdoor evening networking event](#) on the Withers Bergman dock on



Greenwich Harbor. In the case of bad weather, the event will move inside.

Tuesday, September 20, Pyramid Club,

Philadelphia XPX - Philadelphia will hold a [breakfast event](#) entitled, "Interview the Seller" featuring



a conversation between the seller who successfully sold his business and his investment banker.

about trek consulting

Trek works with privately-held businesses to develop and execute action plans for growth, frequently by identifying, assessing and improving the intangible capital in a firm. Trek also works with the owners to prepare for their successful exit by coordinating the resources necessary to increase and preserve the firm's value, creating the succession plan and assembling the right transaction team, financing and post-transaction plan. Trek Consulting is one of the founding partners of the Exit Planning Exchange ([XPX](#)). Trek's principals co-authored [Intangible Capital:](#)

[Putting Knowledge to Work for the 21st Century Organization.](#)

Our clients report improved market focus, greater revenues, better margins and increased profits. To learn more about Trek Consulting and how we can help you improve your company's results, visit us on the web at www.trekconsulting.com or call us at 781.729.1008.



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