

A MODERN DAY DAVID AND GOLIATH

Don't underestimate the power of one

The four of them sauntered into the conference room. They were big players; CEO, CFO, the Vice-President and the Chairman. They had a problem and didn't know what to do about it. Their company was sitting on a highly publicized multi-million dollar project and they were more qualified than any of their competitors. In fact, they were the only company that actually produced a product wanted and needed by the government.

Only, this was somewhat of a David and Goliath situation and they were not Goliath. That's why their fear was mounting by the minute as time was running out. You see, Goliath was about to launch a pre-emptive strike. Goliath had connections at the top and the political ability to twist a few arms, figure out a way to manufacture the much-wanted product and do it at a much faster rate. David's wasn't sure how to compete and his reputation was at stake.

So we brainstormed. David wanted to pitch the business by talking about his company's history, formulas for success, and how he could out-do Goliath. But this was not about Goliath. This was about David and David needed to concentrate on David by answering a few key questions so he comes up with answers in advance.

What sets David apart? What distinguishes David in the marketplace? How can David set himself apart? Who does David help and how does he help them?

Once David started to think through why he does what he does, he began to change the way he approached his problem and it no longer seemed as if he couldn't compete. In fact, what happened startled David even more than it eventually shocked Goliath. David identified strengths he never knew he had. He realized why his product meant so much to his customers and what it did for them that made a difference in their every day lives. He stopped focusing on the nitty-gritty that only meant something to manufacturers and industry experts and instead, started concentrating on delivering messages that were about real people.

David discovered that not only could he meet the government's demands, but also he could actually exceed demands without passing costs on to his customers.

David won the multi million dollar contract, but in reality, he won a lot more. He learned that meaningful messages close deals. He learned how his vision, when delivered clearly and compassionately can produce results greater than he ever imagined.

This is a true scenario, but due to confidentiality issues, KFE will not share the name of the client or the details of the deal.

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