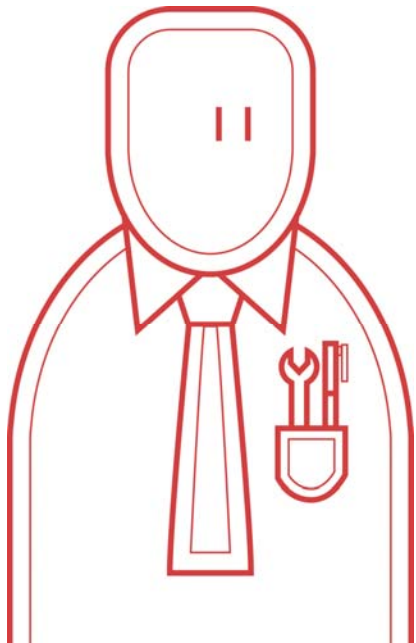


A Winning Approach to Growth

John Leach
Winning Pitch plc



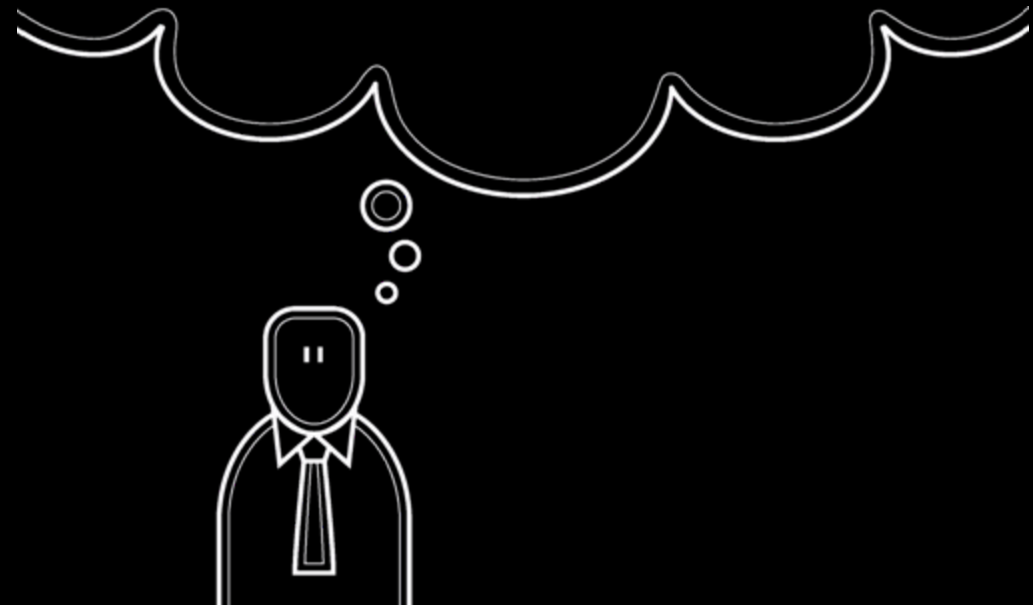
Rules of the Game



Winning Pitch[®]

Aims of My Presentation

- ✓ Share with you my passion for SMEs
- ✓ Share the insights of working with over 3,000 high growth SMEs
- ✓ What do they do?
- ✓ How do they do it?
- ✓ Some rules for making it happen

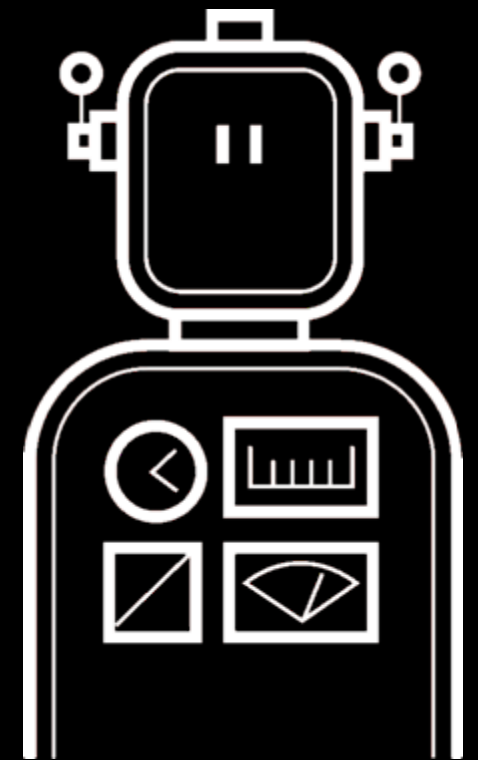


Introductions

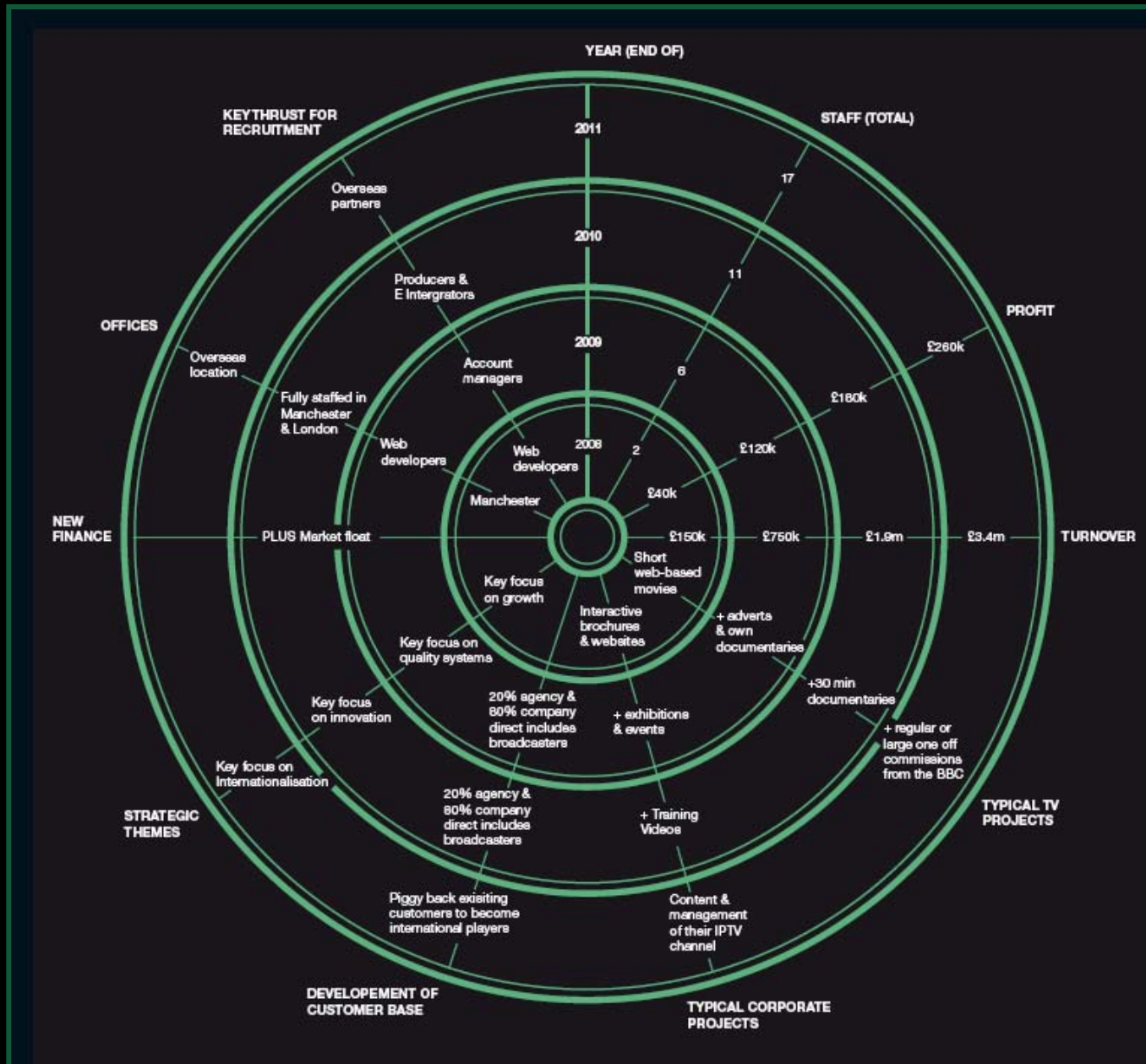
- ✓ Winning Pitch plc - Building high performing entrepreneurial organisations
- ✓ Business growth coaching - Researching, doing, broadcasting (Internet TV station)
- ✓ £4.5M business delivering throughout the UK and overseas
- ✓ 0 - plc in 18 months (Floated on PLUS, December 2007, delisted March 2010)
- ✓ Author of *"Pitch Perfect- Feel the Impact of a Winning Sales Approach"* (John Wiley & Sons Ltd, April 2004)
- ✓ Success Factor - 100 Ways to a Winning Mindset (Crimson Publishing June 2010)

Rule 1. Future Focused

*Personal and business
clarity you know what you
want – then you get on
and do it – 20% Thinking,
80% Doing*

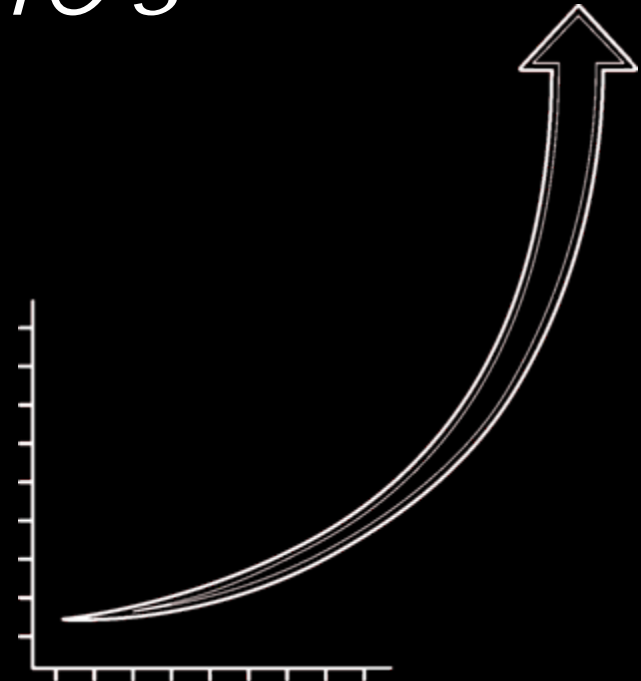


What Does Success Look Like?



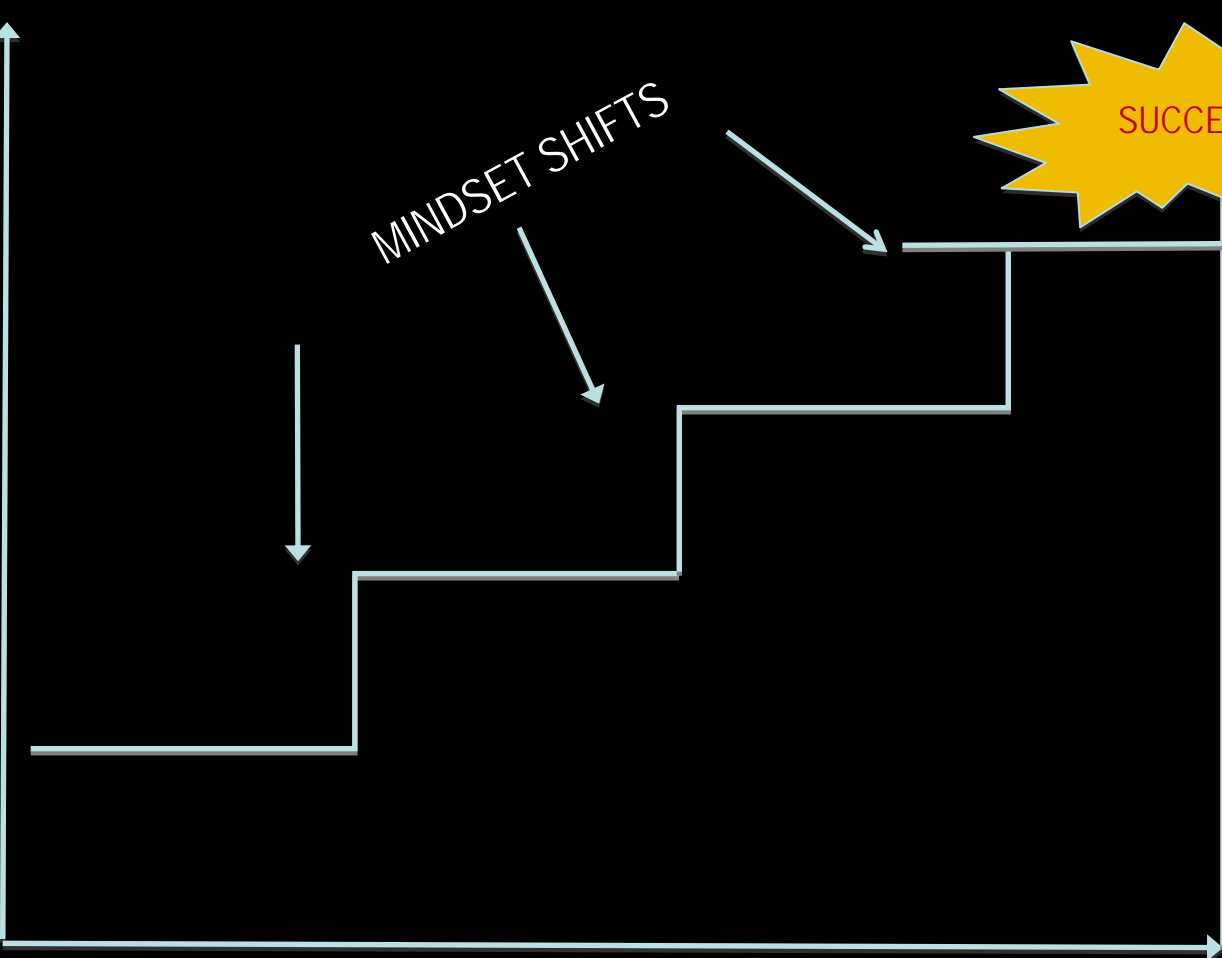
Rule 2. Leadership – Personal & Business

Setting and translating the vision and more importantly putting the strategy and plan into action. Embedding 4C's



Business Evolution

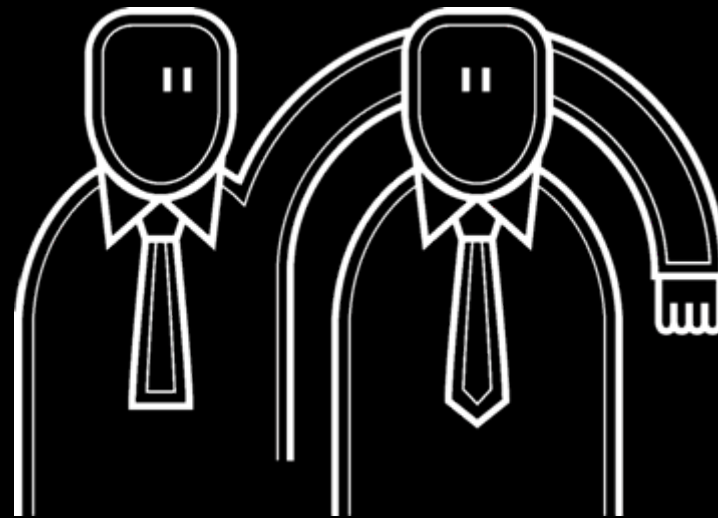
Growth
Challenge/
complexity



Business
Evolution (Time +
People)

Rule 3. Build a Great Team

Thinkers, Doers, Controllers, Sellers



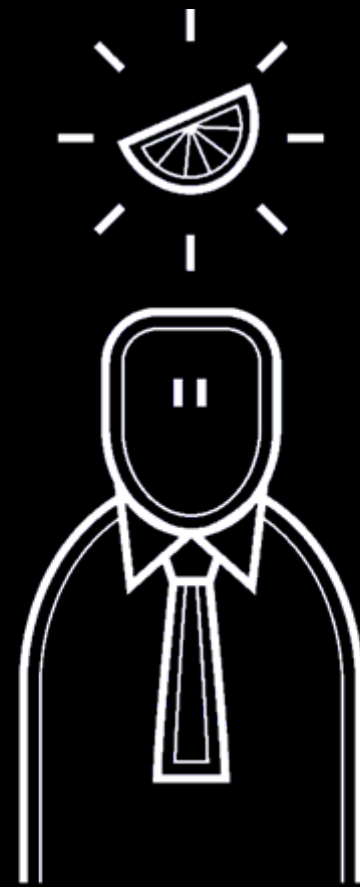
Rule 4. A Differentiated Proposition

Solves a problem, stands out from the crowd, fulfills a market need, withstand price competition, attracts PR



Rule 5. Innovation & Creativity

Constantly looking at new ways of doing things better or giving the customer a new and different experience – “Fusion”



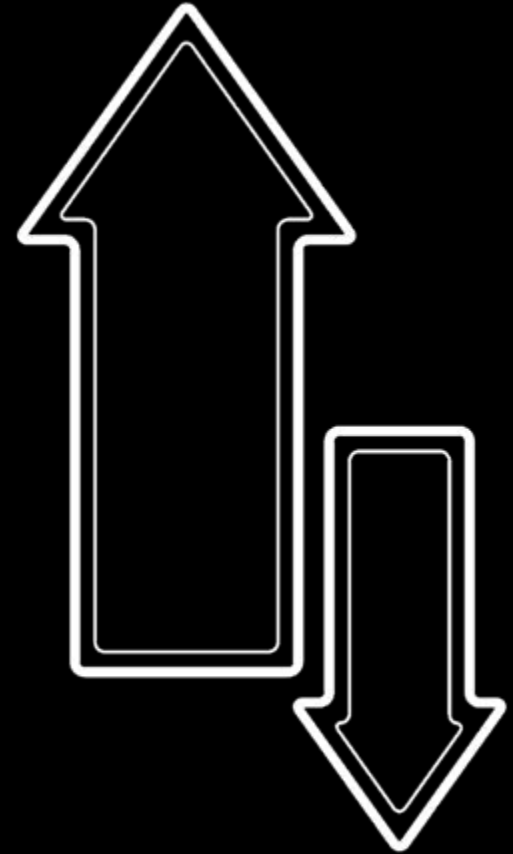
Rule 6. Live In The Customers World

Align all your activities to the needs of the customer and you must be great at selling!

FM x CC x M

Rule 7. Disciplined Systems & Processes

*Financial control,
cash management,
pipeline, KPI's -
ensure the dials are
visible on the
dashboard*



Rule 8. The One That Everyone Forgets

LIFE IS A
PITCH



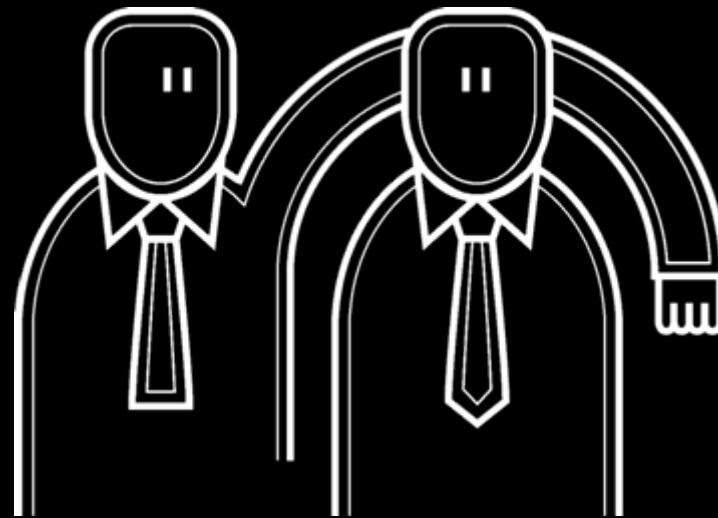
Rule 9. Having the Right Mindset

*Clarity, mental toughness, passion,
determination, BYC, endurance
faith, sense of purpose, inquisitive,
confidence*



Rule 10. Find a Mentor

It can be a very lonely journey!



A Final Thought.....

"There is no traffic jam on the extra mile"

