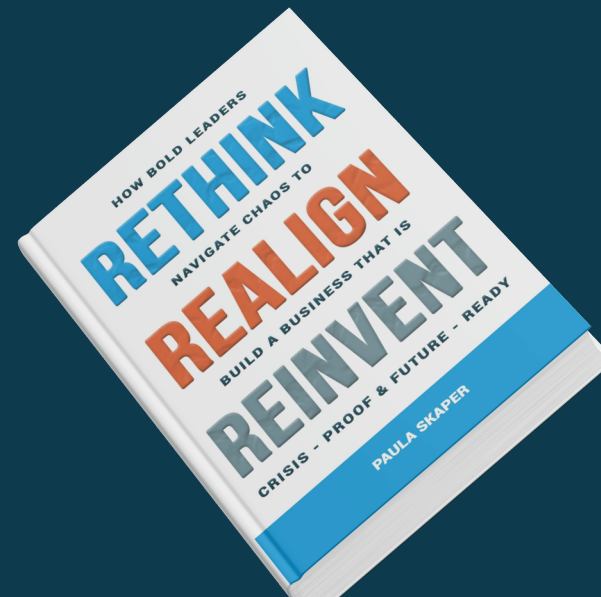
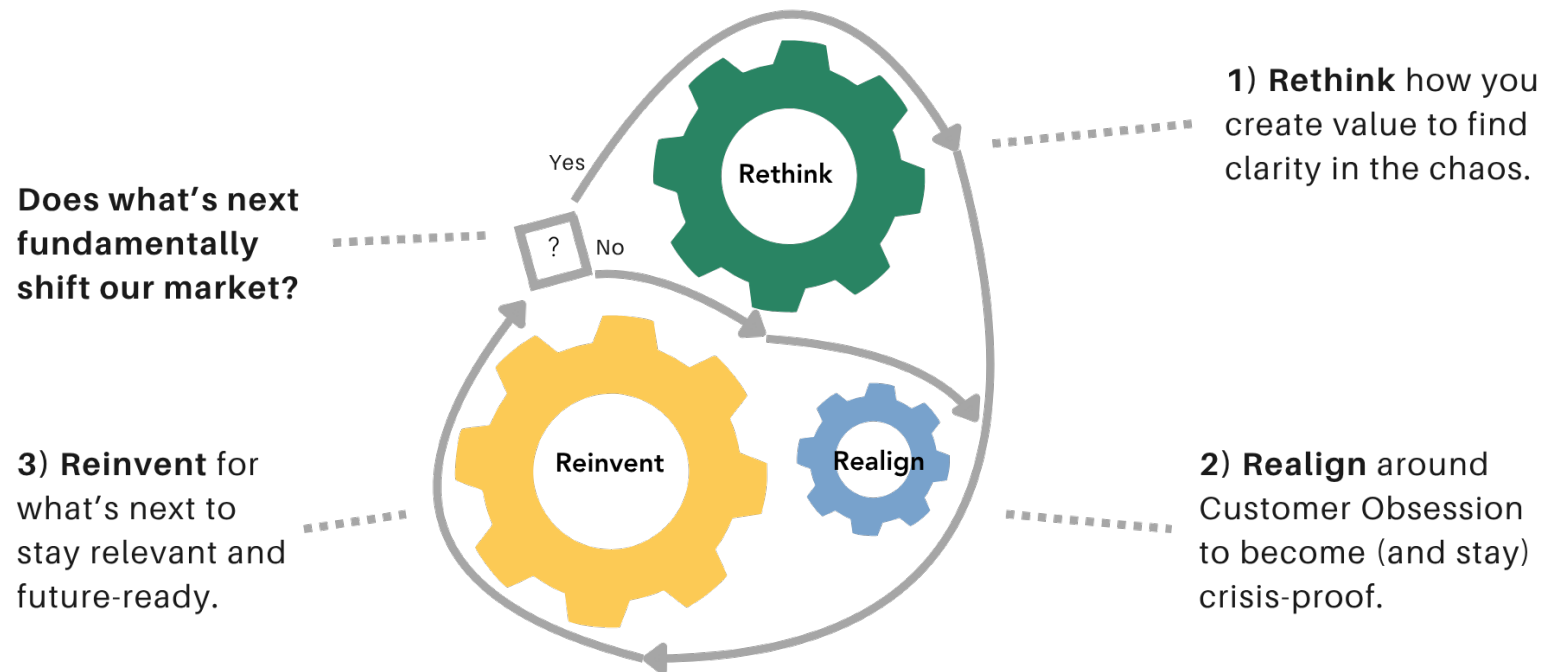


Rethink, Realign, Reinvent Workbook

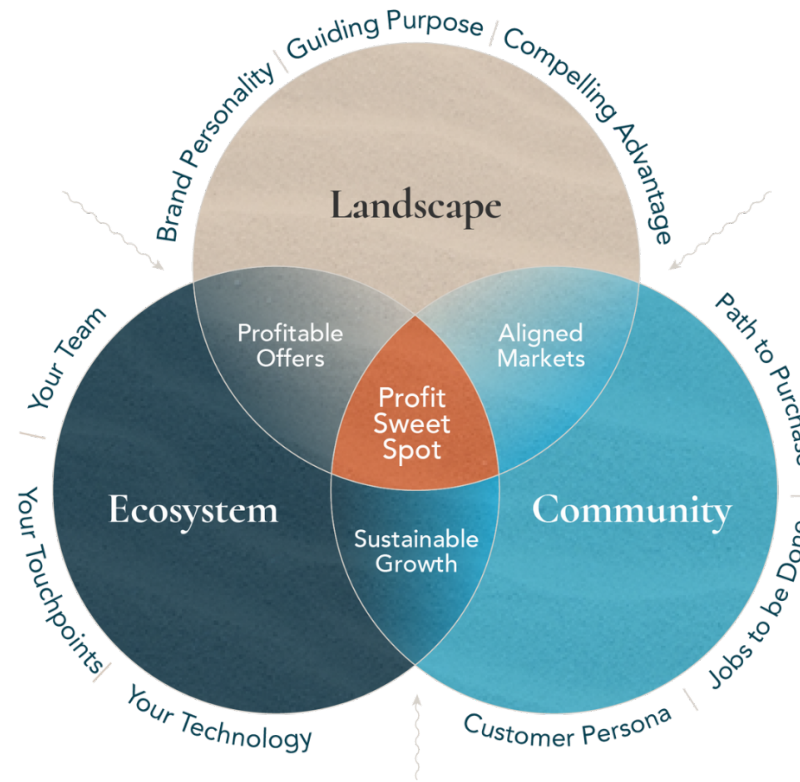


The Growth Architecture Framework

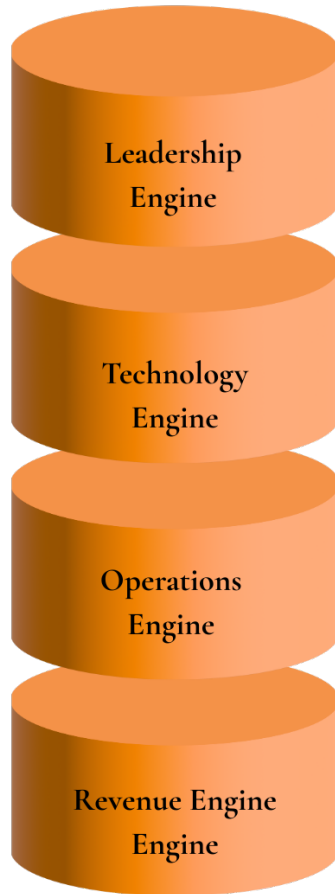
How bold leaders build a business that is crisis-proof and future-ready.



Your Growth Architecture Blueprint

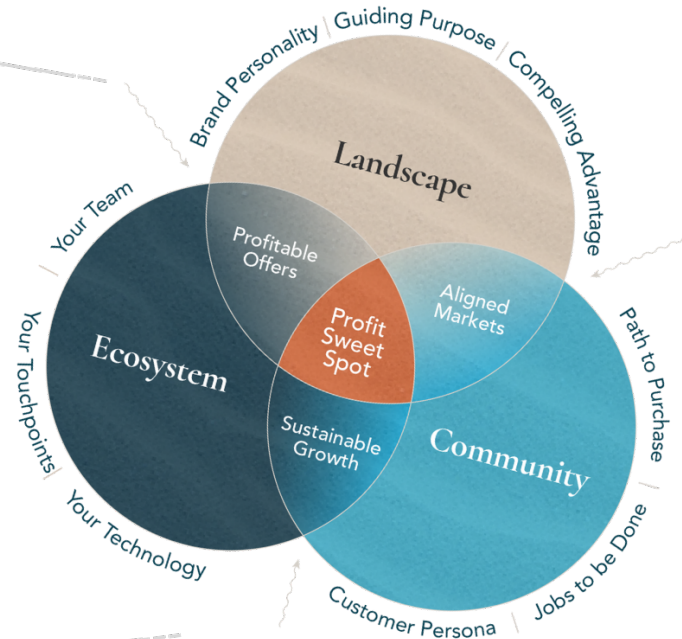


The Four Engines of Growth Architecture

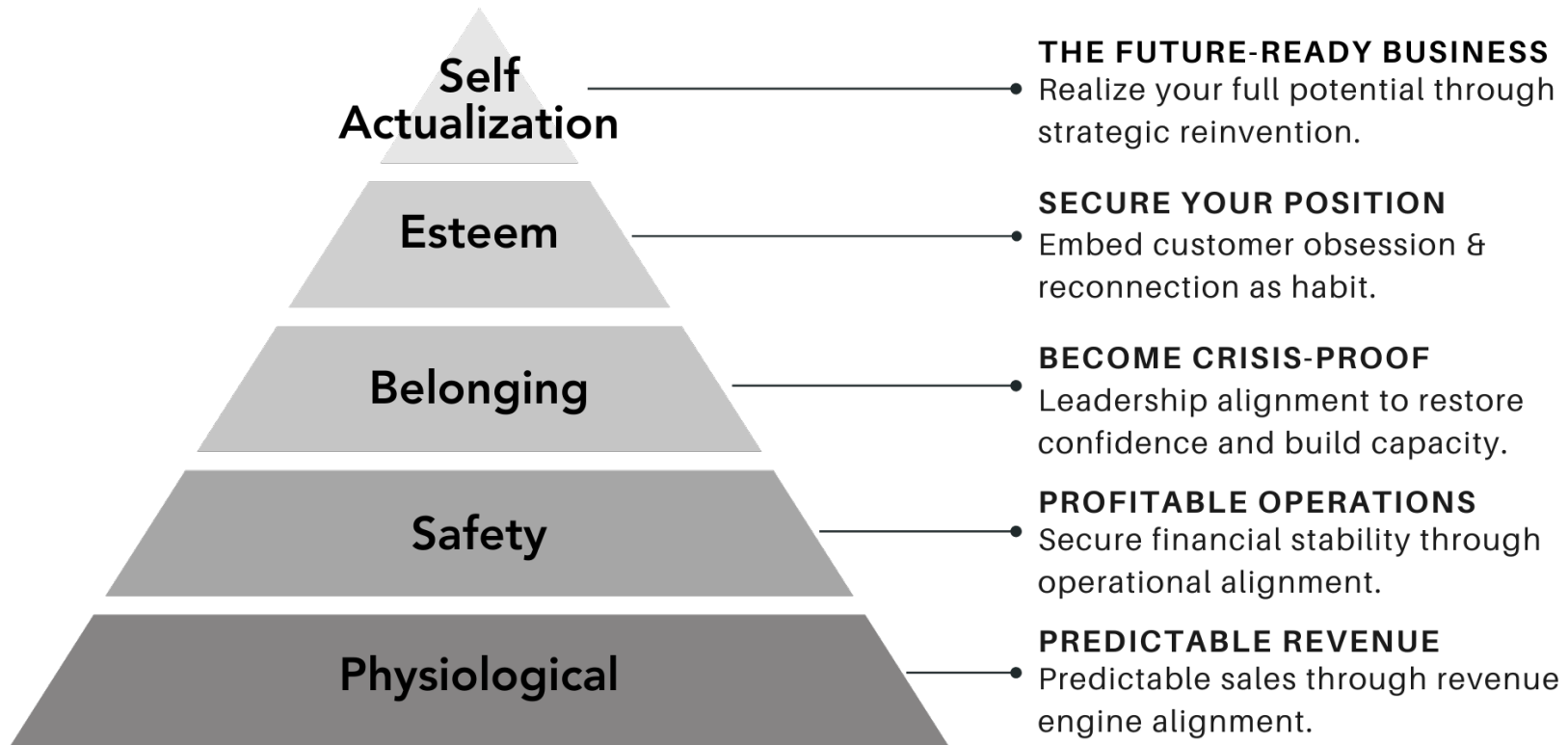


The 4 Engines of Your Business

Each engine has its own needs with respect to your team, your tools, and your touchpoints.

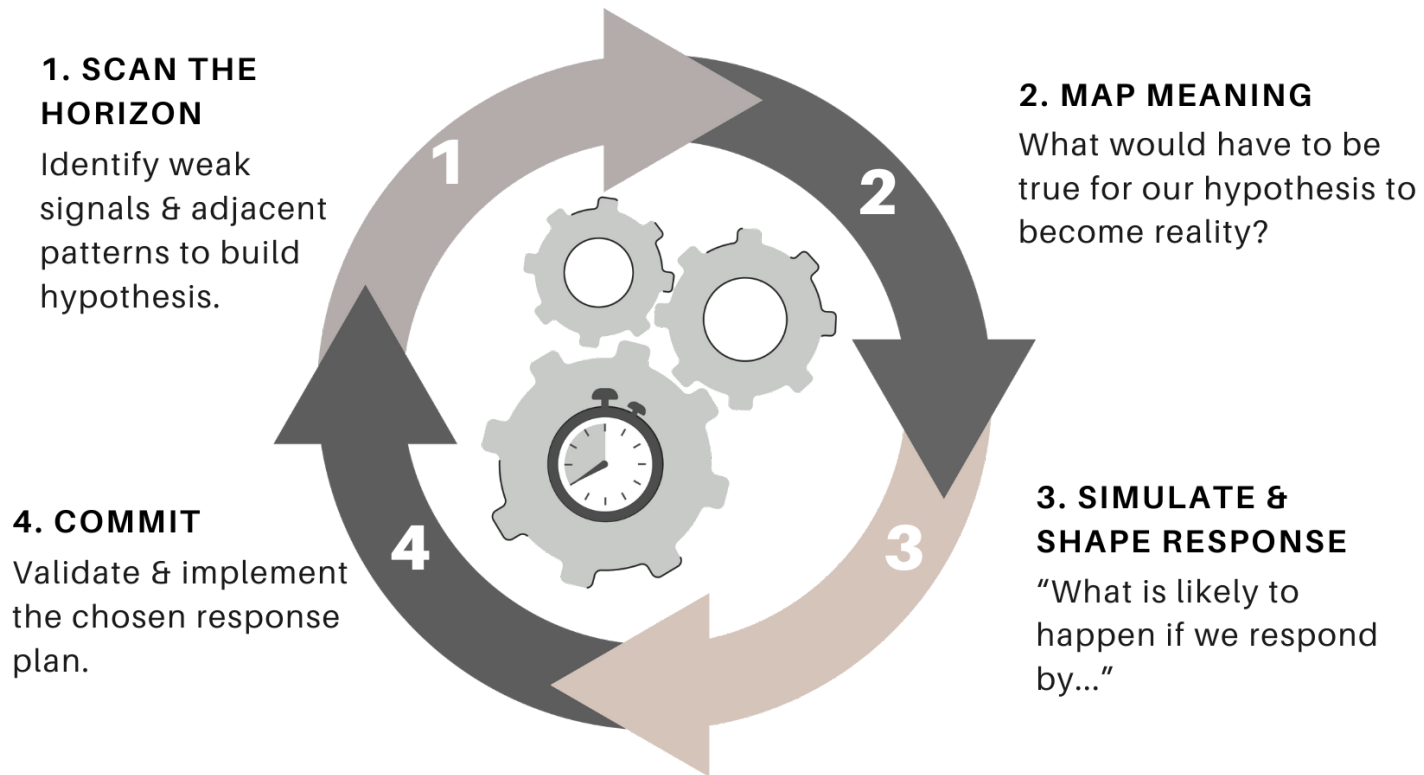


Maslow's Hierarchy of Needs for Business



The Foresight Flywheel

A continuous loop of scanning for signals, mapping what could happen, and simulating strategic moves before committing.



Statement Of Opportunity Template

Because of _____, our customers are finding that _____ and their priorities have shifted to _____, _____, and _____. As a result, we are experiencing _____. However, we have an opportunity to _____ by _____. This will serve our customers by meeting their need(s) for _____.

In order to be successful in our efforts, we will need to ensure that our team is equipped to _____, and to manage the impact of _____.

Rethink Your Landscape

Our Brand Personality

We are _____.

We are _____, _____, & _____.

Our Guiding Purpose

Our Mission: _____ is a _____ that _____
for _____.

Business Reason: We help _____ achieve _____.

Our Impact: When we are successful, _____ happens because we
believe _____.

Our Guiding Purpose

We deliver _____ by
_____.

Buyer's Journey Worksheets

You've probably heard marketing and branding specialists talk about the importance of 'buyer personas' or 'customer avatars', and how useful they can be to the sales and marketing team. What you may not know is that **traditional buyer personas are missing the actionable insights your sales and marketing teams need to fast track your sales cycle** and have your ideal customers eager to work with you (and only you) because they recognize the unique value you provide.

This workbook will help you uncover the opportunities and obstacles to revenue growth that traditional buyer personas overlook.

As you answer the questions in this workbook, you will uncover exactly how your best customers experience the need for your help at each step along their individual path to purchase.

Are you ready to finally break through and shorten your sales cycle?

Apply For Your Sales Cycle Review

This 30-Minute deep dive into your current communications with your clients will identify opportunities and obstacles in your current plan and where we can fast track your client journey.

[Book Your Free Call Now](#)

3Dolphins

paula@33dolphins.com | (888)401-3706

You will know what behaviours reveal a sales ready prospect, so that you can create the kind of content that compels them to buy from you, **increasing your conversion rate and shortening your sales cycle.**

Your Ideal Client

When you are crystal clear who your ideal customer is and how they experience the need for your help, you are able quickly recognize which prospects are sales ready. And because you offer the specific information they need at exactly the right time in their buyers' journey, your conversion rate automatically increases.

As you complete this workbook, you will gain a deeper insight into your prospects' lived experience which means you can craft compelling communication that connects them with your value so that you shorten your sales cycle.

If you're ready to address the obstacles and opportunities to fast track your pipeline and shorten your sales cycle, jump to the end of this workbook and book your complimentary Sales Cycle Review with Paula.

Your Best Customers

Most buying decisions involve more than one person from an organization. Choose an existing account that is representative of your ideal client (your benchmark account). Then list the people from that company who were involved in the decision to work with you in the table below. Refer to your experience of working with them as you answer the questions throughout the rest of this workbook.

Who is Your Target Market: _____

Your Benchmark Account: _____

Name	Title	Role in the Buying Process	Role in Our Current Relationship



Your Buyer's Journey Grid

When you truly understand how your prospects experience needing your help, you are able to craft compelling communication that connects with them, right where they are at along their buyer's journey. Because they instantly recognize themselves in the content you share with them, you automatically build trust and stand out as different and more valuable than your competitors, making it more likely that you will win the business.

Step One: What's Happening in the Organization

Start by describing what's happening inside your prospect's company as a whole during each stage of the sale and as you fulfill your contract. Who is impacted by the problem and how is the business affected?

Stage of the Relationship	How does the problem you solve show up in the business?
(Prospecting) Ordinary World: Problem exists, but the company isn't aware.	Normal operations – how is the problem affecting the business?
(Prospecting) Trigger Event: What happens to shine a spotlight that there is a problem?	The 'trigger event' – usually something that makes the problem urgent.
(Prospecting) Research Phase: The organization tries to ignore or minimize the problem, or looks for an internal or DIY solution.	It's human nature to try and fix things ourselves before asking for help...



Stage of the Relationship	How does the problem you solve show up in the business?
<p>(Sales) Connection & Consensus: How does the sales conversation start?</p>	<p>Where do you meet? How do they find you?</p>
<p>(Sales) Criteria & Connection: You have established the criteria for a solution, and are developing a proposal for the engagement.</p>	<p>What are the <i>Pain</i> indicators? What might drive <i>Urgency</i>?</p>
<p>(Sales) Closing the Sale: The contract is being negotiated. This stage ends with the payment of the deposit or signing of the purchase agreement.</p>	<p>The contract is signed, and you hold the project kick-off.</p>
<p>(Captivate) Delivery Stage: Doing the work to fix the problem.</p>	<p>What are the roadblocks that usually come up?</p>
<p>(Captivate) As the solution rolls out in the organization and the symptoms begin to disappear.</p>	<p>What's happening for the company as tension lifts?</p>
<p>(Evangelize) A new kind of ordinary reality takes hold in the business.</p>	<p>Describe the blissful state they are hoping for at the beginning of the journey, that now is their everyday reality.</p>



Step Two: How Does Your Individual Buyer Persona Experience Needing Your Help

Now pick one of the key people from your ideal client's team in the list on page three and answer the questions in the table below. If you have time, consider repeating this process for each person (or role) involved in the decision to buy from you.

Target Persona: _____ **Role in the Sale :** _____

Stage of the Relationship	What does the Target Persona (...) when this happens?			
	Do	Say	Think	Feel
Problem exists, but company isn't aware.				
Everyone wakes up to the problem.				
Minimizing the problem. Ignore it. Or try to DIY a fix.				
Looking for possible solutions, people who might be able to help.				
Narrowing the field of potential solutions.				
Choosing a vendor & negotiating a contract to purchase a solution.				
Contract signed, the project kick-off.				
Understanding of the problem from inside the organization.				
Doing the work to fix the problem.				
The fix is in & you're able to see results using internal metrics.				
What happens because the solution is in place?				
You can measure success using external metrics.				
A new ordinary reality.				



Step Three: Plug the Leaks in Your Sales Pipeline

Now that you have a clear picture of what is happening in your ideal customer's world as they are experiencing the problem(s) you solve, it's time to revisit your marketing and sales activities to figure out where the gaps are.

1. Do you have the right content for each stage of buyers' journey?
2. Are you using the right language to connect with your ideal customers?
3. Is your sales team targeting the right prospects?

These are just a few of the questions we answer when we take our VIP clients through the complete Growth Architecture Blueprint system. When you engineer your sales and marketing system to function in harmony with your buyers' preferred path to purchase, you remove friction from the sales process, which means you close more deals and put more profit in your pockets.

Your Next Steps

Don't wait for the market to recover. Start creating your future now.

If RETHINK REALIGN REINVENT lit a fire in your belly, don't stop here. You've seen what works. Now it's time to build it into your business.

- Download the free strategy tools and growth checklists at 33dolphins.com/R3-book to start taking action where it matters most.
- Follow me on LinkedIn for more content: linkedin.com/in/paulaskaper
- If you're committed to accelerating your business, apply for a complimentary Growth Clarity Call. It's a tight, focused session to help you identify your biggest growth levers and map a smarter path forward.

Book your call at 33dolphins.com/R3-GCC

