

Sales Tips: Mission Statement / Market Share

By John W David

Sales Tips: Mission Statement / Market Share

John W David
jdavidppl@yahoo.com

Internet Marketing - Pro Shop <http://internetmarketing-proshop.com>

Sales Tips: Mission Statement / Market Share

You'll have some fun with this one.

Have you ever noticed that big board nailed to the wall usually behind the receptionist's desk in the reception room? You know the one. You may even have a similar one in your corporate offices.

That's the one that begins with "Our Mission" then goes on to include Our Customers, Our Employees, Our Products, and the always socially correct Our Environment.

What's that got to do with Market Share?

Ask the first ten people you run into today in your office to recite the Mission Statement. Ask them to paraphrase the Mission Statement.

If you're a little more courageous, ask your manager to recite or paraphrase the Mission Statement. Ask anyone in Production or Operations to recite it. No. No. Don't ask senior management to recite it!

Can you recite your company's Mission Statement?

Also, in larger companies, you will notice that while the wall board in the lobby is front-and-center, the employees, who must produce to the implied standards of the Mission Statement enter through a door all their own which does not have a Mission Statement within view anywhere.

Alas. The plot thickens.

If you check the prior employment records of many or most of your fellow employees, a large number of them came from a competitor or from several competitors.

Question: After their first two days or two weeks of intensive job training, how much time was invested in indoctrinating them into the company culture as reflected in the Mission Statement? Oh, oh.

Now, the mere fact that we can take someone from somewhere else and have them up-and-running in our system within a day or two or even a few weeks implies that there is not a lot of difference

between working for Andy's yesterday and working for Tom's today.

And, that's a pretty good indication of what's called a Market Share mentality.

Worse. We even know of a situation where an employee of Andy's, in their customer billing department, works one block away at night in Tom's accounts receivable department and admits that there is no difference between the two companies.

There is a very old expression that doing the same thing the same way and expecting a different result is the epitome of insanity.

The difference that creates the goal "Market Separation through Market Redefinition" begins with creating a different corporate culture.

A different corporate culture begins with each and every person in your company living, breathing, believing, actually being your Mission thereby being your clearly superior Five Best Value Benefits in your every sales initiative.

Bring your Mission Statement to Life in each and everyone in your organization and you create an unassailable culture that leads to a market of one.

Do it. It works! The rewards are infinite to your Sales, Revenues, Profits, Income... and, continuous Growth and Prosperity.

Lastly, while you may be receiving our monthly free ProShop Sales Tips memos, we add several tips during each month that evolve through our seminars and business contract teaching sessions.

Please, visit <http://internetmarketing-proshop.com/sales-tips.htm> often.

When visiting this page, be sure to subscribe to receive your free monthly issues of John W David Professional Selling Tips.

Feel free to share this ProShop Sales Tip with good people you know as part of your personal and professional Mission. Send them this link:

<http://internetmarketing-proshop.com/mission-statement.htm>

John W David

Author / Teacher / Speaker

<http://internetmarketing-proshop.com>

Your entry into a brighter future in

Professional Sales and Internet Marketing

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)