

Your Discover Responses

<u>Driver</u>	<u>Goal</u>	<u>Your Response</u>
 Growth	Your company has a history of consistent growth greater than its competitors, coupled with projected, future revenue growth above the market's rate.	<i>We're holding steady.</i>
 Market Size	The market supports significant growth of the business.	<i>Our market is pretty big.</i>
 Market Share	Your company owns the highest percentage of the available market relative to its competitors.	<i>We're right in the middle.</i>
 Revenue	Your company can rely on a portion of future revenue from contractually committed customers.	<i>We have only a few contracts or other reasons why we're confident in future revenue.</i>
 Barriers	There are significant obstacles facing a new entrant into your company's market.	<i>It's pretty tough, but doable.</i>
 Differentiation	Your company has a product/service with unique characteristics that provide a competitive advantage.	<i>We offer something completely unique, and that's why customers like us.</i>
 Brand	Your company has a recognizable brand that reinforces the business' presence in the marketplace and supports the company's objectives.	<i>We have a pretty strong brand that folks recognize.</i>
 Margin	Your company enjoys gross and net margins greater than the industry norm.	<i>Our margins are solid, like everyone else's.</i>
 Customers	Your company has a well-diversified customer base.	<i>We can lose some customers but we'll feel it.</i>
 Company	An outsider can easily obtain a holistic understanding of your company including your company's performance, practices, culture, discipline, and mission.	<i>One could figure it out with some digging.</i>
 Financial	All of your company's financial matters are in order and you follow best practices.	<i>We're pretty on top of our finances.</i>
 Marketing	Your company can produce revenue in a proven and systematic way, ensuring the business is sustainable and not simply based on the efforts of individuals within the business today.	<i>We have a sales and marketing process, but our success is more about our people.</i>
 Operations	Your company has the ability to deliver on the sales promises made to the marketplace and to do it in a systematic and process-driven manner.	<i>Yes, our company runs like a well-oiled machine.</i>
 Satisfaction	Your company tracks and uses key measures to meet customer expectations at all levels.	<i>We have the ability to check when we need to.</i>
 Management	Your company has a leadership team/individual in place to realize the company's vision and mission while helping the owner achieve his/her objectives.	<i>We have a very good management team.</i>
 HR	Your company has the ability to find, develop, and retain quality individuals that enables success in all aspects of your business.	<i>HR is a problem for us.</i>
 Legal	You have all legal matters in order, documented, and your company follows best practices.	<i>We're pretty good.</i>
 Innovation	Your company understands that innovation is invaluable to creating an ongoing competitive advantage; it has a proven and systematic way to drive and capture innovation at all levels and encourages innovation in every area of the business.	<i>We recognize good ideas when they bubble up.</i>