

THE 10X PARADOX©

INCREASE YOUR BUSINESS 10X...NOT 100%.

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Most companies think about increasing their market-share. However, in today's hyper-competitive business environment, your company needs to look at your growth in an entirely different way. I call it the 10X Paradox©. With help,



it is possible for your company to discover radical ways to efficiently transform your business by 10X. That is 10X... Not 100%. Most companies aim too low. Technology and high level psychological modeling have transformed business. **Today, your company must take action steps to promote 10X growth in order to survive. The key is to sell more, close more, and to make more.**

Why is the The 10X Paradox© possible?

Simply put, everyone is selling something to someone. Every organization is in the business to sell. Whether you're selling the next latest and greatest cloud computing program, raising money for a venture round, selling your business, negotiating the sale of your home, or selling your kids on the idea of getting better grades at school, your success depends on how well you, or your organization can close the deal. You may have the greatest idea or product in the world, but if you can't sell it and close it, it's worthless.

Sales influence is ubiquitous in everyday life. It is a rare day when any one of us does not attempt to influence others, and are influenced ourselves. The world is

made up of “buyers” and “sellers” in a constant dance, and each and every one of us is on one side of the transaction, or the other, many times each and every day.



It is virtually impossible to live in today’s world without being bombarded by people and companies trying to persuade you to buy their brand, use their product, retain their service, or invest in their idea. While

constant sales messaging can be annoying to most buyers, this constant prodding has actually served an excellent purpose. The continued bombardment of sales messaging has caused a sequence of events that has made the buyers better consumers, and has made the sales environment the most competitive in history. It is this convergence that makes The 10X Paradox© possible.

This new, ultra-competitive sales environment has generally lowered the price point of goods and services offered to the buyers, and has caused most companies to seek innovative ways to improve their sales skills, their service, their price, and their strategy.

The ultra-competitive sales environment has also caused a further separation of the organizations that are the “sales-haves”, and the organizations that are the “sales have-nots”. The “sales-haves” are a very small group of organizations that sell the majority of their market share to the buyers. These “sales- haves” are the people, and the organizations, that have taken advantage of my 10X Paradox.

They understand that small incremental changes in their business will yield zero results. **Only massive action can result in massive change.** The “sales have-nots” are the majority of all the other organizations who are selling the minority of what they have to offer to the buyers, and are stuck in first gear going backwards.



So why is The 10X Paradox© so important to your business? Simply put, companies that think about “increasing their market share”, or “doubling their business” are missing the boat. It’s a new era. New business realities have opened up an open corridor for companies to think differently about growth. Companies now need to think in terms of 10X growth to remain relevant. Most companies that simply want to grow, or double their business, are heading for extinction, and may not even know it.

We live in what I call the Persuasion Age©. The Persuasion Age is happening right now. Through technology, the sellers and the buyers are better informed about their transaction than ever before. Due to better and faster information; the buyers and sellers have actually begun to prey upon each other in the sales cycle. Through the power of technology and social psychology, the buyers have turned the tables on the sellers, taking away many of the traditional sales

advantages the sellers and their organizations have traditionally had in the sales cycle. The buyers have learned how to use the power of technology and social psychology for their own gain and personal benefit, which in turn, has generally caused the seller's organization's to lower their price points, deliver a higher quality product or service, and to increase their speed of delivery. As the consumers, or buyers, have become more informed, they have learned to manipulate the sales cycle for their own gain. This balancing of power has been very good for the buyers, and has brought more honesty and integrity to the marketplace. **Unfortunately for many organizations, this super informed buyer has made it more difficult to do what they are paid to do...grow their business.**

In essence, the buyers can't be persuaded by the sellers like the old days, making it more difficult for companies to grow at the expense of ill informed buyers. In essence, the buyers have gained an edge on the sellers because most sellers, nor their sales organizations, have been properly prepared to handle this new, "ultra-competitive sales environment", where the buyers can, and do, control the sales cycle. The good news is that this new business environment is extremely conducive for companies dedicated to 10X business growth. 10X business growth is open to those organizations that have invested the time, energy, and effort to learn the new "techno-art" of selling to these to these teflon coated buyers".

10X'ers are the few well-prepared companies that have learned to navigate this ultra-competitive sales environment. As a CEO or business owner, it is up to you to invest the time energy and effort necessary to join the elite group of 10Xer's or risk heavy consequences.

The Persuasion Age has created informed, intelligent buyers. This new age demands that your organization dramatically improve the way in which it engages with these buyers. While the majority of regular organizations are busy selling, the 10X'ers are doing nothing but closing: They are closing in person, online, over the phone, at conferences...everywhere. Bottom line: They are moving toward 10X growth, and leaving the competition in the dust,

You want your organization to do more closing, and less selling. The 10X'ers are closing effortlessly because their customers trust them, and like them. As a matter of fact, 10X'ers really don't do any "traditional selling" at all. And the beautiful thing about being a member of this exclusive group is that their clients are 100% completely unaware that they have been influenced in any way, whatsoever. This is the key to their success.

Could you imagine what your sales numbers and profits would look like if your entire organization closed more business? There is an old saying, "If you keep on doing what you've always done, you're going to keep on getting what you always got". Unfortunately, for most companies, "If you keep on doing what you've always done, you're going to lose everything you have." Why? A new breed company with the foresight to think with 10X Paradox vision will see to it. You must take action to compete at the highest sales level necessary to 10X your market share or risk it all.

As a business owner, you want to give your company every possible advantage it can have. You understand that your organization's growth is dependent upon your leadership. As a leader, you get paid to identify opportunity, and for obvious reasons, a huge opportunity lies in having your entire organization thinking and closing like 10Xer's. If you are the type of leader that wants to dramatically increase your market share, and give your organization the critical tools necessary to ensure your entire organization leaves nothing on the table, Andy Jacob is available to speak to you personally. No games, No dance. No time wasting. Time is much too valuable.

You and I will know if we want to work together in one 60-minute phone call.

If you are a visionary leader that desires to grow your organization 10X and excel at the highest level, Mr. Jacob invites you to a 60 minute, one-on-one phone call to determine what action steps may be necessary to get your entire organization moving in the only direction possible in today's business environment.

Mr. Jacob's program will radically improve your company.

Jacob's consultation and training is straightforward, powerful and well worth the price.

Please email Mr Jacob at AndyJacob@me.com so we may schedule a time to talk. Thank you in advance for your commitment and passion to 10X your business.

We look forward to speaking to you directly.

Andy Jacob

PS

I know your time is extremely valuable, so here's how it breaks down. If you are the decision maker in your company, and your company needs to grow, raise money, close more deals, increase your profitability, and increase your ROI, you have two options:

1). You can spend time, energy, and money on one day seminars, three day sales symposiums, and motivational speakers...all of which absolutely do not work in the current hyper sales environment where 10X growth is paramount.

Or,

2) You can take control of your company, and provide the leadership it deserves by getting serious about what having more people doing more quality business would mean to you, your shareholders, and your business model.

Thank you,

Andy Jacob

CEO, The Jacob Group
