

Potential Give-to-Get for →

<p><b>Our Company Overview</b></p> <p><i>Describe your company using your Curious Introduction from Module 3.</i></p>	<p><b>Ways We Can Invest</b></p> <p><i>Describe the three criteria for a Give-to-Get from the Venn Diagram on page 3 of Module 5, in terms specific to your prospect. Use both graphic and text descriptions.</i></p>	<p><b>Give-to-Get ideas</b></p> <p><i>List several customized Give-to-Get ideas that 1) lead to the appropriate Paid Selling Efforts and Big Projects and 2) cover a diverse set of Thinking Styles.</i></p>
---	---	--

## Potential Give-to-Get for → **XYZ Company**

### Our Company Overview

Describe your company using your Curious Introduction from Module 3.

#### Bunnell Idea Group's founding principles...

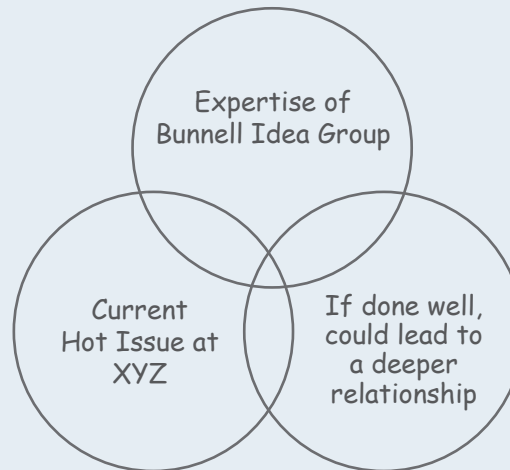
- We help firms grow more, faster.
- We have a unique methodology that:
  - helps professionals accelerate client acquisition
  - helps professionals strengthen client retention
  - intentionally deepens relationships
  - is everything a professional needs to create perpetual demand for their services or products
  - creates traction quickly, with lasting success
- XYZ is one of **ONLY 4** prospects we're currently targeting for this level of investment.
- XYZ's size, focus area, location and culture are a perfect match for our services.
- We grow our business in the same way we teach our clients to grow theirs:
  - First, we target the best client matches based on specific criteria that implies a good fit.
  - Second, we invest in them to add value and earn the right to get to know them.
- We strive to add value from the very beginning — even in the introductory meeting.

### Ways We Can Invest

Describe the three criteria for a Give-to-Get from the Venn Diagram on page 3 of Module 5, in terms specific to your prospect. Use both graphic and text descriptions.

#### Areas where we are willing to invest...

Our best strategic investments fall in the nexus of these three criteria:



### Give-to-Get ideas

List several customized Give-to-Get ideas that 1) lead to the appropriate Paid Selling Efforts and Big Projects and 2) cover a diverse set of Thinking Styles.

#### Investment ideas: a starting point

A list of possible strategic investments...

##### 1. **GrowBIG® Training**

Offer three places at our next GrowBIG® Training so they can experience the value of our business development methodology first-hand.

##### 2. **Facilitate a Client Planning Session**

Facilitate a planning session to help analyze and map a strategic plan for a team project or firm endeavor.

##### 3. **Facilitate a Go-to-Market Strategy Meeting**

Facilitate a meeting with XYZ's executives to define XYZ's growth strategy.

##### 4. **Connections**

Connect XYZ's executives with like-minded leaders at other professional service firms.