# Octain

## GROWTH SYSTEMS

**OCTAIN ACCELERATOR TOOLKIT**

# Octain Growth Architect Accelerator Toolkit Library

This toolkit library lists the tools available to support your consulting success for each of our six accelerator canvases. It will set you and your clients up for smart execution and automation for sustainable business growth. Use it to show your prospects the value you bring to them with OGS in meetings, events and webinars. Provide it to your client as a guide for their journey. Feel free to use only those tools that work for you and your client. If there is a tool you'd like and we don't have it hear, let us know and we will see if we can add it to the library.

## The 6 Accelerators of OGS

**BRAND DEVELOPMENT**

**CUSTOMER ACQUISITION**

**MESSAGE CLARITY**

**MARKET EXPANSION**

**SALES ENABLEMENT**

**PRODUCT/SERVICE INNOVATION**

# The Octain Growth System Model

Here is a quick overview summary of the Octain Growth System Model that provides the foundation for smart marketing execution.

| STRATEGY | EXECUTION | AUTOMATION |
|---|---|---|
| *Each seven-step canvas provides the strategy, goals and action steps for accelerated growth.* | *Key implementation elements needed to achieve the strategic goals for that growth accelerator.* | *Baseline technology and tools required to implement and facilitate growth.* |
| Brand Canvas & Toolbox | Logo, fonts & colors; brand guide, PPT template, Word template, email signature. | NA |
| Customer Canvas & Toolbox | Customer personas; customer segments; buyers journey map. | CRM, Marketing Automation, Lead generation funnel – Quiz, Click. |
| Message Canvas & Toolbox | Messaging plan; Content fundamentals: email, blog, social posts, intro corporate and product/service videos. Canvas development will determine product choices in these areas. | Website/CMS; email marketing platform, social marketing platform. |
| Marketing Canvas & Toolbox | Marketing collateral, campaigns, events, advertising, resource allocation. Canvas development will determine product choices in these areas. | CRM, Marketing Automation, collaboration/productivity platform, SEO/SEM platforms, analytics |
| Sales Canvas & Toolbox | Enablement team, sales process development (SLAs), success metrics, resource allocation. | Appointment/Calendar, proposal software, enablement/engagement platform, analytics. |
| Product Canvas & Toolbox | Strength evaluator, improvement worksheet, mind map, dev roadmap. | Product development software. |

This combination of strategy, smart execution, and automation will change the way you run your marketing, sales, and customer service departments.

## BRAND DEVELOPMENT

| Cell Number | Focus | Tool Type | Used To |
|---|---|---|---|
| 1.1 | Value creation | Value builder assessment | Discover your brand values. |
| 1.2 | Value and message creation | Value Grid | Develop your company's brand values and connect them to your vision, culture and customers. |
| 2.1 | Brand positioning | Brand promise worksheet | Clearly state the benefits and value your customers will get when they buy from you. |
| 3.1 | Brand positioning | Tagline worksheet | Develop a short, memorable, unique statement of value that keeps your brand top of mind. |
| 4.1 | Brand positioning | Brand personality worksheet | Highlight your brand personality so you can express it in your branding, messaging and marketing. |
| 5.1 | Brand positioning | Brand voice worksheet | Develop your brand voice so you can express it in your branding, messaging and marketing. |
| 6.1 | Brand Image | Logo development guide | Provide logo designer with direction for developing a logo that truly represents your brand. |
| 7.1 | Brand development | Build your brand action guide | Apply your brand to all your marketing and sales needs to achieve consistent, memorable brand strength. |
| 7.2 | Brand development | Visual brand development checklist | Ensure that your brand is clear, consistent and memorable across all your marketing and sales activities. |
| 7.3 | Brand development | Sample mood board | Show your design team how to represent your visual brand across all your marketing activities. |

## CUSTOMER ACQUISITION

| Cell Number | Focus | Tool Type | Used To |
|---|---|---|---|
| 1.1 | Customer profiling | Customer profile assessment | Dig deep into your customer's demographics and psychographics to build your customer persona/avatar. |
| 2.1 | Customer persona building | Needs, wants, desires worksheet | Uncover deepest needs, wants and desires to address problem/pain points. |
| 2.2 | Customer persona building | Needs, wants, desires segmentation matrix | Match needs, wants and desires to customer segment/type. |
| 3.1 | Customer persona building | Values and motivations worksheet | Determine what motivates customers to buy so that your messaging and marketing can resonate with specific values and motivations. |
| 4.1 | Customer buying patterns | Customer journey guide | Understand how to develop a customer journey map. |
| 4.2 | Customer buying patterns | Customer Journey map | Develop your customer journeys by segment. |
| 5.1 | Customer buying patterns | Influencer worksheet | Discover who and what most influences your customers buying decisions. |
| 6.1 | Customer buying patterns | Social connections worksheet | Understand how your customers social connections impact their buying decisions. |
| 7.1 | Customer persona building | Persona building worksheet | Develop customer personas for all marketing and sales activities. |

# MESSAGE CLARITY

| Cell Number | Focus | Tool Type | Used To |
|---|---|---|---|
| 1.1 | Vision statement | Big idea grid | Capture your product/service vision that will be the anchor of your message development. |
| 2.1 | Message development | Core message worksheet | Capture your why. The one compelling reason people will buy from you. |
| 3.1 | Positioning development | Positioning statement worksheet | Determine your how. Describe who you are in your market space. |
| 3.2 | Positioning development | Competitive positioning strategies worksheet | Understand your competitive position. Know exactly how to position your company, products, and services against others with similar offers. |
| 4.1 | Message development | Supporting message grid | Amplified your what, why and with supporting statements. 3 to 5 statements that best tell your story. |
| 5.1 | Message development | Benefit statements | Express your customers' Why. What changes occur in your customers' business or life because they use your product or service? |
| 6.1 | Message development | Feature statements | Describe what you do, key product/service functions. |
| 7.1 | Message development | Results tracker | Describe what changes occur in your customers life and business when they work with you. |
| 7.2 | Message development | Communications wheel | Manage your message strategy. |
| 7.3 | Message development | Audience builder worksheet | Connect your message to your audience/prospects. |

## MARKET EXPANSION

| Cell Number | Focus | Tool Type | Used To |
|---|---|---|---|
| 1.1 | Marketing strategy | Company strength assessment | Capture a snapshot of your company's current strengths in all six accelerators. |
| 1. | Goal development | Marketing goals assessment | Determine the success of your current marketing efforts. |
| 1.2 | Goal development | Goal development worksheet | Clarify marketing goals for campaign development, tracking and measurement. |
| 1.3 | Goal development | Key performance indicators worksheet | Connect goals to KPIs. |
| 2.1 | Marketing strategy | Marketing approach overview | Understand the five classic marketing strategies and determine which one(s) will work best for you. |
| 2.2 | Marketing strategy | Marketing approach worksheet | Determine the best overall approach for your marketing strategy. |
| 3.1 | Marketing strategy | Marketing strategy options worksheet | Pinpoint strategies that comprise an integrated marketing plan. Different marketing plans are needed for different reasons at different times. |
| 3.2 | Marketing strategy | Marketing strength finder worksheet | Evaluate the performance and costs of current marketing strategies to determine the ROI of that strategy to see where it should fit in your overall marketing mix. |
| 3.3 | Marketing strategy | Marketing mix grid | Determine the best marketing mix of strategies that when combined in your integrated marketing plan will offer you the highest level of revenue growth with the best ROI. |
| 3.4 | Marketing strategy | Marketing mix worksheet | Choose your marketing strategies based on your current strengths and desired marketing mix. |
| 4.1 | Marketing tactics | Marketing objectives | Ensure your tactics match your marketing objectives |

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|---|---|---|---|
| 4.2 | Marketing tactics | Customer response cycle | Understand how your customer responds to a marketing campaign. |
| 5.1 | Marketing communications | Communication channels | Determine the best ways to reach your audience. |
| 6.1 | Marketing measurement | Success metrics | Determine how you will measure your success. |
| 7.1 | Marketing strategy | Marketing resources checklist | Track the resources needed for your marketing campaigns. |
| 7.2 | Marketing tactics | Integrated marketing campaign tracker | Help your team improve performance and productivity. |

# Sales Enablement

| Cell Number | Focus | Tool Type | Used To |
|---|---|---|---|
| 1.1 | Sales enablement team building | Sales enablement team profile worksheet | Choose the members of your team who will be best able to build a sales enablement program within your organization. |
| 1.2 | Sales enablement | Sales effectiveness assessment | Discover how well your sales team is performing today. |
| 2.1 | Sales and marketing team alignment strategies | Best practices guide | Develop best practices for your enablement team. |
| 2.2 | Sales enablement | Example Service Level Agreement (SLA) | Develop an enablement focused SLA for your team. |
| 3.1 | Sales and marketing alignment | Marketing enablement strategy checklist | Acquire resources for enablement team success. |
| 3.2 | Sales and marketing alignment | Content audit worksheet | Identify and evaluate company content resources. |
| 3.3 | Sales and marketing alignment | Competitive analysis spreadsheet | Arm sales with competitive info to win bids. |
| 3.4 | Sales and marketing alignment | Playbook worksheet | Develop an outline for a sales playbook. |
| 3.5 | Sales and marketing alignment | Lead scoring worksheet | Identify and track leads from marketing origin through nurturing to hand off to sales. |
| 3.6 | Sales and marketing alignment | Content/sales cycle mapping worksheet | Map all marketing content to the sales cycle to make sure marketing is providing the appropriate assets at each point in the cycle. |
| 4.1 | Sales process | Buyers journey map | Align content to buyers journey so that sales receives highly qualified leads. |
| 5.1 | Process automation | Sales enablement platform guide | Highlight the essential systems for best-in-class sales enablement success. |
| 6.1 | Measurement | Sales enablement scorecard | Track your team results. |
| 7.1 | Management | Sales Enablement Resource Checklist | Manage your available resources. |

## PRODUCT/SERVICE INNOVATION

| Cell Number | Focus | Tool Type | Used To |
|---|---|---|---|
| 1.1 | Product strength | Product/Service strength finder matrix | Determine the competitive and market strengths of your product or service. |
| 2.1 | Customer potential | Product/Service strength finder matrix | Determine the customer and market strengths of your product or service. |
| 3.1 | Market potential | Product/Service strength finder matrix | Determine the competitive and market strengths of your product or service. |
| 3.2 | Market potential | Niche discovery checklist | Identify a potential new product/service niche opportunity. |
| 4.1 | Market potential | Mind map | Identify product/service improvements, extensions and innovations. |
| 4.2 | Market potential | Product/Service improvement worksheet | Identify product/service improvements. |
| 5.1 | Market potential | Mind map | Identify product/service improvements, extensions and innovations. |
| 6.1 | Market potential | Mind map | Identify product/service improvements, extensions and innovations. |
| 7.1 | Market potential | Product/Service resource requirement matrix | Determine what improvements, extensions, and innovations will give your company the best ROI. |

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