

WHAT IS THE BUSINESS DEVELOPMENT LINK BETWEEN TWO PIZZA SHOPS AND YOUR INCOME?

Two stores on the same New York City block sell pizza slices.

One store is selling generic basic cheese slices for \$1 each. That is less than the going rate in New York City. Three stores away is another place where you can buy slices of basic cheese pizza for \$2.80. That is higher than the going rate.

The store selling the higher priced slice had physical differentiation—a wood burning stove versus the traditional cast iron oven. It had tables and chairs on the sidewalk.

But the chemical composition and the caloric content was identical.

Which store was making money?

In New York City, they can both make money? But who takes home more net income?

Are you charging the business equivalent of \$1 a slice for your career management services?

Stop it!

Your Certification in career management is the marketing equivalent of that fancy wood stove in the high price store. Your colleagues' lack of Certification is the equivalent of an industrial strength cast iron pizza oven.

When I talk and write about my Certificate I use the following words in my email signature: "I am one of 240 career management consultants around the world nominated by my peers and put the body of my professional work to peer review."

GOOD BETTER OR BEST?

To borrow a concept from the retail giant Sears, your potential clients have three options when making purchase decisions: good (enough), better (than average) or best (in class).

The default is always "good enough" unless you can show the client why they need to upgrade in quality and pay more for the privilege.

It is my choice as a professional to want to work with clients who want to work with me because I am (at least) better than average. And they are willing to pay for that opportunity.

Being a Certificant allows me to discuss the good, better, best framework without being negative about my competition. I didn't grant myself the Certificate. My peers did! I didn't lobby for the honor. I was invited to apply by a Certificant.

Do I win every sale because I have an ICCI Certificate?

I LOOSE some sales because potential clients articulate that that good enough is "good enough" and they won't pay for more.

That's fine.

I want to focus on the high end of the marketplace.

There is room for both on the same block.

Eat a slice of pizza and then drop me an email about you business development successes/concerns.

Your Certification is a marketing tool. We at ICCI want to help you to use that tool to increase your net income.

Larry Stybel

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ICCI

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