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Drew Williams, Jonathan Verney
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"Beast is indispensable for the ambitious entrepreneur looking to successfully grow a business." – Leslie Bradshaw, serial entrepreneur, contributor, Forbes.com



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BIG, HAIRY, OUTRAGEOUS
Sales Growth

FEED THE STARTUP BEAST

Foreword by Brad Feld, managing director of the venture capital firm Foundry Group

Drew Williams and Jonathan Verney

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Drew Williams, Jonathan Verney : Feed the Startup Beast: A 7-Step Guide to Big, Hairy, Outrageous Sales Growth before purchasing it in order to gage whether or not it would be worth my time, and all praised Feed the Startup Beast: A 7-Step Guide to Big, Hairy, Outrageous Sales Growth:

1 of 1 people found the following review helpful. A must read for B2B start ups and stagnating businessesBy JoaquinDaparkThis a a simple approach to growing a startup or stagnating business, presented in a logical, no nonsense way. The are also some helpful references in here.1 of 1 people found the following review helpful. Perfect for Study and Discussion by a Mastermind GroupBy Bill Lampton, Ph.D.[[VIDEOID:mo27DU6TS3QOKJQ]]While this book is not an "easy read" you would browse casually at the beach, Feed the Startup Beast is packed with solid advice, real life case studies, lively cartoon sketches, and a relaxed writing style that offset its thoroughness. My recommendation is that every sales or entrepreneur mastermind group should devote two or three sessions to discussing the ideas

Williams and Verney present. My brief video review quotes selected passages, yet there are dozens of other "takeaways," such as: "Because a stunning 70 percent of B2B buyers rate how vendors engaged with them as being more important to their decisions than what those vendors were selling." Again: "Your value proposition is the pressing business pain you solve for your Beast Prospects, in their own words. This is a pain that you consistently solve better than anyone else and that your prospects are willing to pay you money to alleviate." Please note: Even though McGraw-Hill invited me to review this book, that invitation had no impact on how I judged the content. In fact, I would refuse to post a review of any book if the author or publisher expected automatically favorable rating. 2 of 2 people found the following review helpful. How and why "the smallest market efforts can produce outsized sales results if you focus on the right issues" By Robert Morris The observation by Drew Williams and Jonathan Verney that I include in the title of this review reminds me yet again of another observation, by Peter Drucker in 1993: "There is surely nothing quite so useless as doing with great efficiency what should not be done at all." Years later, Michael Porter concurred: "The essence of strategy is choosing what not to do." Obviously, if the given objective is to create or increase demand for an offering, then the Drucker and Porter observations are especially relevant because it is also true that the largest marketing efforts can produce smaller (if not minimal) results if the focus is on the wrong issues. I have some concerns about the "beast" metaphor but defer to Williams and Verney's preference. Beasts do indeed consume and become irritated when hungry, then desperate when starving. I guess a beast's rumblings can be correlated with early-warning signs that a company is at increasingly greater risk. On second (third?) thought, let's forget about the "beast" metaphor, OK? The program provided in this book is eminently sensible and, for startups as well as or division or departments within legacy companies, the initiatives that Williams and Verney suggest are cohesive, comprehensive, and practical if (HUGE "if") those who adopt the methodology make appropriate, albeit minor adjustments to accommodate their own organization, and, determine with ruthless rigor what must be done as well as when and how to do it, and by whom. I commend Williams and Verney on their skillful use of reader-friendly devices that include a boxed checklist of key points used as a header to introduce each chapter, dozens of Figures inserted throughout the narrative, mini-profiles of entrepreneurs and lessons to be learned from them, and a "Next Up" set of questions at the conclusion of each chapter that served, for me, as a head's up. The seven-step process that Williams and Verney introduce and explain, they claim, will generate "BIG, HAIRY, OUTRAGEOUS Sales Growth." Whereas Jim Collins recommends a BHAG to serve as an inspiration to achieve a Big Hairy Audacious Goal, Williams and Verney promise what their multi-dimension methodology will produce. I would have included Profitable and strongly emphasized the importance of profitability that is [begin italics] sustainable [end italics]. Also, I would eliminate most of the exclamation points and use of ALL-CAP except with acronyms. These are possibilities to consider if and when there is a revised and updated edition. The Index is excellent. All executives - not only entrepreneurs - should ask the right questions, listen to their best customers, focus on resource allocation, attract their best prospects (profile provided by their best customers), pursue those prospects, nurture prospects that are engaged, and measure success. Drew Williams and Jonathan Verney offer a wealth of information, insights, and counsel. Some of the material is overcooked, as noted, and the presentation can sometimes seem (at least to me) awkward. On balance, however, for certain leaders in certain circumstances, this book could well be the difference between success and failure if (HUGE "if") they read and then re-read the book with appropriate care and then apply effectively the material that is most relevant to the given needs, goals, and resources. It is also imperative there is effective communication, cooperation, and (most important of all) collaboration during a process that concentrates on what is most important rather than on what is urgent.

The proven 7-step marketing system for fast and furious business growth Whether you're wondering how to get your startup off the ground or looking for answers to why your business has stalled, Feed the Startup Beast will show you how to feed--and unleash--the beast that is your business. "Williams and Verney have written the operating manual for driving market share and revenue in the twenty-first century." -- Christine Crandell, chief experience innovator, New Business Strategies; Forbes.com and Huffington Post blogger "Customer enthusiasm doesn't magically happen. In this important book, you'll learn how to create the fuel that flies your business like a rocket ship to success." -- David Meerman Scott, bestselling author of The New Rules of Marketing and PR "There are a lot of great marketing ideas in this book. If you use just a few of them, you'll be way out ahead of your competitors. If you use all of them, your competitors had better dive for cover." -- Lois Geller, author of Customers for Keeps and Response! and contributor to Forbes.com "Beast is indispensable for the ambitious entrepreneur looking to successfully navigate the treacherous waters of growing a business while running it." -- Leslie Bennett, serial entrepreneur and contributor to Forbes.com

About the Author Drew Williams is a serial entrepreneur who sold one of his businesses for eight figures. He has served as head of marketing for several multi-billion-dollar companies and is currently managing partner at nuRevenue Partners. Jonathan Verney is president of the Corporate Storyteller Inc., a story-driven communications agency, and coauthor of Live Well, Retire Well. His passion is helping businesses articulate their vision and their story.