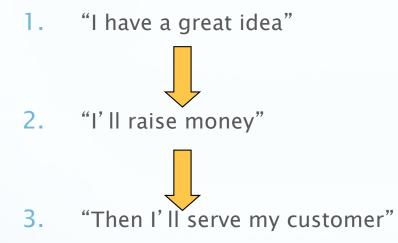
Three Step Plan



Larkin Three Step Plan vs Two Step Plan



Tactic 1: Minimize the need for funding

Larkin Three Step Plan vs Two Step Plan



1. "Huh! I can solve my customer's problem."

"I'll serve my customer"

Tactic 2: Target a specific need of a specific customer / partner