

4 Game Changers to Grow 6X Faster



Laura Patterson works with companies that want to grow – grow revenue, grow customers, grow market share, grow value.

“ What Customers Say



“We had the opportunity to bring in Laura to speak to a broad, cross-functional audience at our annual Growth Conference. She was critical in helping frame a future vision based on customer-centric principles. The combination of her unique insights, vast experience, and compelling stories made a significant impact on the team.” - **Peter Favilla, Former Vice President, Global Strategic Marketing, Pentair, Inc.**



“VisionEdge Marketing facilitated a highly interactive workshop at our annual conference to build a message map for our industry. With Laura’s guidance, our leaders created the framework for a relevant message map that will resonate with key stakeholders. We’re excited to build on the framework and begin to put the results into practice.” - **Erica Fearn, President, Mainspring Association Management**



“High marks for Laura's presentation! She taught us how to determine what type of business we have: product, market, sales, or customer-centric. Her presentation was filled with real-world stories and examples. It was powerful!” - **Steven Cummings, President, SPC**

4 Uncompromising Game Changers

1. Embed customer-centricity into the core of your strategy.
2. Leverage data to make informed, confident decisions that place your customers at the center of your business strategy.
3. Develop strategies that are purposeful and aligned with your customer-centric vision.
4. Ensure your processes and performance measures enhance customer impact

About Laura

If you're looking for a practical, no-nonsense, and proven approach to accelerate growth, create value, and improve performance, then you've connected with the right person. Laura Patterson’s 20+ years of corporate career spanned sales, marketing, customer relationship management, strategic and product marketing, analytics, and marketing operations.

As CEO of VisionEdge Marketing, a growth consulting firm she founded in 1999, she has served as a speaker for educational institutions, associations, and company meetings. A recognized thought-leader who has won numerous awards, including: Engati’s Top 30 Marketing Influencers, Top 200 Thought Leaders, Piktale’s Top 100 Influencers, and 20 Women to Watch in Business by the Sales Lead Management Association.



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Questions to Make Your Company More Customer-Centric

1. Can you mobilize your company on behalf of your customers better than your competitors?
2. Do you play a leading role in shaping the value chain in which your customers operate?
3. Do you understand how your customers purchase & decide to buy?
4. Do you understand better what value means to your customers than your competitors?
5. Do you carefully develop new products/services with what your customers value?
6. Have you done a good job of integrating your processes with those of your customers?
7. Do you understand your customers' business well enough to create solutions that will give them a competitive advantage?
8. Do your customers prefer your products and services over competitors?
9. Are your customers at the center of how you operate and the decisions you make?
10. Do you know one Massive Action you can take to be more customer-centric?



Praise for Laura's Award Winning Best-Seller 4th Book

"This book is a "MUST" read for all CEO's and all top company executives in all industries. Most organic growth-oriented companies have a marketing organization, but many companies, most commonly industrial companies, chase organic growth throughout the business cycles to no avail! Laura outlines a clear path to identify the company structure needed to drive organic growth through Marketing, how to establish and measure organic growth goals, and a management operating system to monitor and measure success through Marketing's Circle of Traction. One of the best growth books I have read, I strongly recommend this book!"

- Carlos Cardoso, Former Chairman & CEO, Kennametal

"I've read a lot of business books, but this one stands out from the rest. It's both strategic and tactical in nature, provides main takeaways at the end of each chapter, stories and examples and a conceptual framework that shows the gears of business working together."

- Gerri Knilans, Co-Founder and President, Trade Press Services

"Patterson provides a solid framework from seasoned experience coupled with modern realities. *Fast-Track Your Business* delivers a breakdown essential for any executive or CXO. Each section guides, evaluates, and introduces a new segment towards a growth mindset. The book revolves around a fantastic framework. The core axel of people, process, infrastructure, and data. Surrounding it is a wheel of operational focuses which feed one another. This is a must-read and offers referenceable sections to revisit as you work through your growth transformation."

- Anand Thaker, CDP Institute, Advisory Board Member